

# A cloud-based replacement for traditional phone and specialty lines

Do you have traditional landlines? You can still join the digital revolution. Move your analog phone and specialty data lines, including voice, alarms, point-of-sale terminals, and more, to the cloud.



**With AT&T Phone for Business – Advanced, you can consolidate your analog voice and specialty lines. Save time and money today by converting your legacy POTS lines to IP today.**

AT&T Phone for Business – Advanced is an enterprise-grade, cloud-based replacement for what is commonly called, “plain old telephone service,” or POTS. AT&T Phone for Business – Advanced converts traditional analog landline signals to Internet Protocol (IP), delivering Voice over IP (VoIP)

internet connections. In other words, it provides VoIP internet connections for both your legacy analog wirelines as well as your specialty data lines such as fax, alarm lines, elevators, point-of-sale terminals, and more. It also provides optional access to wireless services as a backup option.

## Potential benefits

- Enables businesses to convert traditional landlines to IP using an existing broadband connection
- Lets you consolidate voice and data to reduce expenses and simplify management
- Provides peace of mind through monitoring of connections and performance
- Minimize downtime associated with hard-to-service POTS lines
- Offers wireless backup in the event of an outage

## Voice features

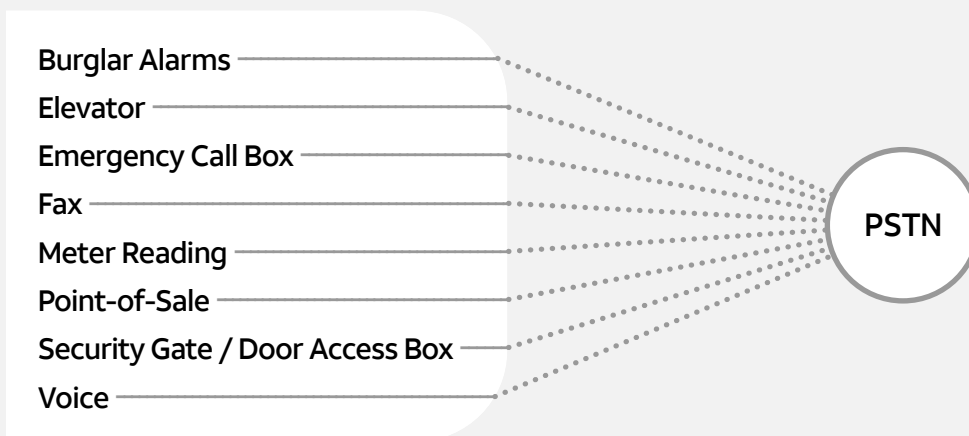
- Unlimited domestic local/long distance
- Auto attendant
- Voicemail
- Music on hold
- Call forwarding and handling (simultaneous and sequential)
- Caller ID
- Call transfer
- Hunt groups and call queues
- Call blocking, 3-way calling, customized greetings

### The challenge

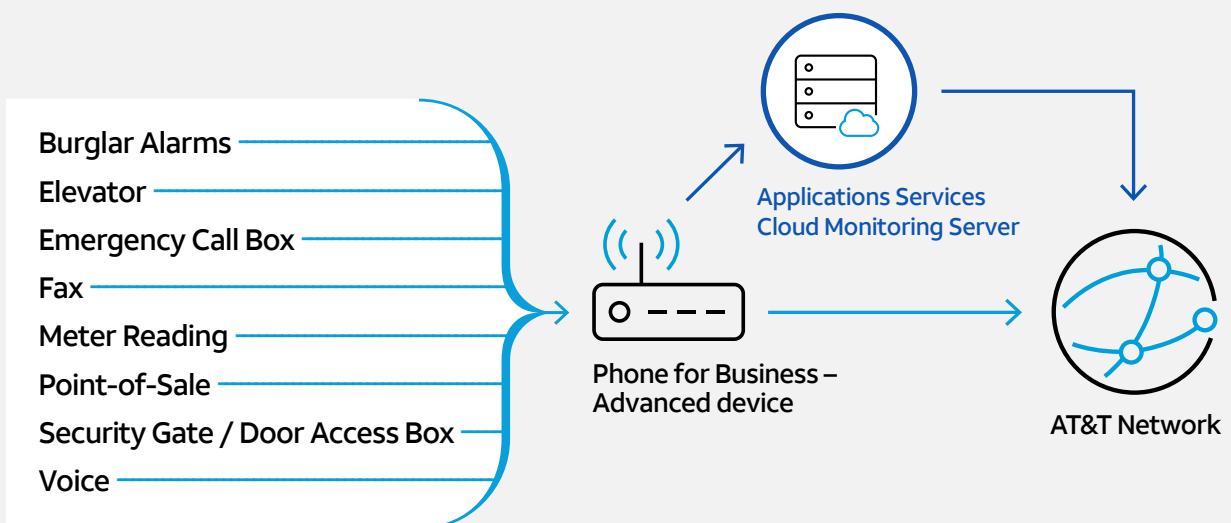
Digital transformation and cloud migration are still top of mind for most organizations. Small businesses, retail establishments, and enterprises alike are seeking a simplified cost-management solution for lines, billing, and service monitoring. As part

of this transformation, millions of POTS-connected machines are ready to move to the cloud to maintain operability and gain real-time Quality of Service (QoS) metrics. AT&T Phone for Business – Advanced is poised to address this challenge. It delivers voice and specialty line connectivity with reliable service and voice quality.

#### Before: Each voice and specialty line requires a dedicated connection



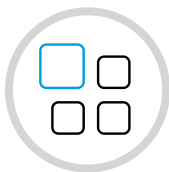
#### After: Traffic for up to 8 voice and specialty lines can be routed through each device



## How it works

AT&T Phone for Business – Advanced uses an enterprise-grade appliance that connects to your analog telephone and specialty lines, and analog traffic is converted to IP and sent over a VoIP network.

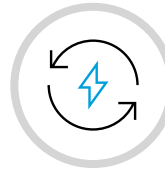
Instead of having multiple dedicated lines that are connected to the Public Switched Telephone Network (for example, one for voice, one for point-of-sale transactions, one for your emergency call box, etc.), up to 8 lines can plug into a single device that converts the analog signal to a digital one. Consolidating voice and network traffic can reduce costs and simplify management. AT&T Phone for Business – Advanced directs your voice traffic to a highly secure and highly reliable network and routes traffic for your specialty lines (such as analog data, alarms, elevator lines, and fax) to the Applications Services Cloud. Data Monitoring Centers provide an optimal level of security and high availability IP connectivity.



### Applications

AT&T Phone for Business – Advanced can help you manage a wide range of applications.

- Voice services
- Fax transmission
- Burglar and fire alarm transmission
- One-number dialer line
- Elevator
- Emergency call box
- Gate access



### Emergency backup

AT&T Phone for Business – Advanced is wireless capable. In the event of an outage, your business can remain up and running with a 12-hour internal battery and access to a wireless network.



### Consolidate your billing

When you choose AT&T Phone for Business – Advanced, you'll eliminate the overhead of managing multiple vendors. You'll have a single provider and a single bill for nationwide coverage, which translates to simplicity and convenience.



### Count on highly secure services

Calls are encrypted and comply with AT&T high-data security standards. Highly secure access to voice and call-management features enables you to manage every call appropriately while helping to protect sensitive information.



### Count on 24/7 support

You won't have to wait until business hours to get the support you need. Our 24/7 helpdesk support gives you dependable expertise and 24/7 support from a single point of contact.

## Why AT&T

AT&T owns and operates wireline, wireless, and IP data networks, including one of the world's most advanced and powerful IP backbones. Our networks offer local, national, and global coverage. Our customers trust us to provide quality products or services. We have solutions to meet your unique business needs.

Contact a specialist today to see how AT&T can help you or visit [att.com/apba](http://att.com/apba) to learn more.