

# Scale an IoT business globally with unparalleled flexibility



**With AT&T Control Center, you can deploy, manage, and monetize your connected devices and Internet of Things (IoT) solutions across the world and in near-real time.**

Whether you are deploying your first IoT solution or you are expanding into additional IoT opportunities, the cloud-based AT&T Control Center platform makes it easy to launch and manage your IoT solutions worldwide. AT&T Control Center is an automated connectivity management platform that delivers the visibility and agility you need, regardless of your business size or the complexity of your solutions. Accelerate your IoT success with AT&T Control Center, available with a range of services to meet your IoT needs.

## Potential benefits

- NEW! 5G support on AT&T Control Center\*
- Updated and expanded network delivers lower latency, higher throughput, and increased reliability\*
- Scale rapidly
- Lower total cost of ownership and ongoing IoT operational costs
- Accommodate flexible business models and deployments
- Safeguard IoT deployments with multi-layered security

## Features

- NOW 5G ready\*
- Zero-touch provisioning
- Rich API library
- Configurable automation rules
- Near-real-time usage monitoring
- Self-service support tools
- Rules-based rate plan optimization
- Remote diagnostics and analytics
- Wide range of usage and billing plans
- Voice/data/SMS services
- Full device lifecycle management
- Location-based services – Track your IoT devices within 1,000 meters

## Enterprises around the globe use AT&T Control Center to:

### **Automate scale and accelerate time to revenue:**

Rapidly deploy new connected services with AT&T Control Center's zero-touch provisioning and configurable automation rules. Use AT&T Control Center and the AT&T network to scale services globally and accelerate time to revenue for IoT deployments of any size. Newly upgraded to a virtualized Enhanced Packet Core (vEPC) with 2X packet gateways, it will deliver low latency and high throughput for eligible customers.

**Lower Total Cost of Ownership (TCO) and increase operational efficiency:** Reduce recurring costs with near-real-time usage monitoring, diagnostics, and self-support features. Automate connectivity management and troubleshooting and reduce manual processes. Set up rules-based rate plan optimization to help ensure they always pay the most effective cost for the connectivity they need.

**Achieve exceptional service reliability and customer experience:** Help ensure the highest level of service reliability and exceed customer expectations by significantly reducing mean-time-to-resolution (MTTR) on service issues through the powerful, remote diagnostics and analytics capabilities of AT&T Control Center.

**Accommodate flexible business models and deployments:** Highly customizable communication and rate plans can be applied to your unique set of usage patterns and business models. Choose the type of

service for each device (voice, data, SMS) and automatically assign the usage and billing models to rate plans appropriate to the use case. Customize how and when devices are provisioned at any stage of the device lifecycle, from manufacturing through field deployment.

**Safeguard your business with enterprise-grade security:** Mitigate unauthorized access to your IoT devices and data with multi-layered, device-to cloud security. Use the whitelisting capabilities and automated security rules of AT&T Control Center to prevent rogue device activity and cybersecurity attacks.

Control Center includes advanced functions that provide increased security, automation, and analytics.

### **Analytics**

The Analytics dashboards help enterprises gain details about trends from their connected device deployment and make better business decisions. Users can drill down into connectivity data, usage data, and deployment data and filter the information further to answer specific questions. Control Center also offers historical trends for the account.

### **IMEI whitelisting**

IMEI whitelisting is a device fraud prevention feature that allows enterprises to track the IMEI associated with each device and limit network access for devices whose IMEI is not on the whitelist. In addition, you can set up a rule to notify your team when a device with an unapproved IMEI attempts to make a data connection.



### IP address range restrictions

You can strengthen log-in security with the use of IP address range restrictions. This feature examines the IP address of each user attempting to log into Control Center. If the address is not within a specified range, Control Center blocks the user from logging in, even if they have valid credentials.

### Secure SIM

Secure SIM is another device fraud prevention feature that ensures only valid devices gain access to network services. In this case, any device requesting a network connection must supply a set of credentials that Control Center compares with stored credentials for that device. If there's a mismatch, Control Center blocks the connection.

### Automation rules

Enterprises can take their business automation to the next level with this set of advanced triggers, actions, and filters.

### Track device location

Stay aware of unauthorized device movement and minimize loss with smart, simple, IoT device tracking. Location-based services enable the location tracking of IoT devices on the AT&T on-net domestic network, without the need for a separate platform or expensive deployments. You can set up and manage your devices directly in AT&T Control Center whether devices are in the office or in the field, because Location Based Services do not require additional hardware for activation.

Once enabled, you can view latitude/longitude coordinates for each device within 1,000 meters of the AT&T on-net domestic cell towers, view a device's cell tower location on an area map, and receive notifications when a device hits a new cell tower.



## Why AT&T

Choosing the right IoT solutions can be challenging. Evolving technologies continually redefine the digital landscape. This makes your choice of connectivity solutions key. That's why we make your business our top priority. We deliver the right fit of insights and guidance, so you feel confident in your ability to drive outcomes.

For more information, call your AT&T Business representative or visit us at: [www.att.com/iotplatform](http://www.att.com/iotplatform).

\* Coverage not available everywhere. See <https://www.att.com/maps/wireless-coverage.html>. Requires sufficient in-building cellular coverage for optimal performance. Check with an AT&T representative to see if your location qualifies.

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