



# Your guidebook to fiber, 5G, and business-built connectivity

**Adapt to change as it happens:**

Learn how to future-fit your network  
using today's technology



# The dos and don'ts of building your tomorrow-ready network



As a leader in a growing business, keeping up with the proliferation and acceleration of technology only adds to your overflowing must-do list. But we've got your back.

We spoke to our top in-house tech experts and asked them one simple question. **"If I were a leader in a growing business, and you only had time to tell me one thing I should do right now and one thing I should definitely NOT do, what would you tell me?"**

We share their top dos and don'ts in this eBook.

# Do... enjoy a healthy amount of fiber in your connectivity diet



Fiber keeps the data flowing.

Businesses of all sizes today need a foundation of future-fitted connectivity to thrive.

What is that foundation? Ultra-high-speed, fiber optic internet.

Adapting to the rapid rate of change requires the constant flow of high-speed data, and fiber fuels the fast. It is like nothing else you or your network have ever experienced. Fiber opens new doors. You can build a variety of solutions on it and be ready for new solutions when they come online.

Services provided over fiber can transmit more information faster than cable for conferencing, file transfers, and cloud applications with equivalent download and upload speeds. AT&T Business Fiber can help you sell more goods, reach more audiences, and work faster and smarter.

**“We can help you design this generational, groundbreaking technology that acts as an accelerant to your digital transformation.”**

– Bob Gamiel

Assistant Vice President

AT&T Consulting and Professional Services

# 3 ways to get the most out of investing in fiber

1

## What

**Prepare the soils for planting**

## Why

**A fiber install—done right—can be complex.**

First, you have the standard site requirements to consider:

- The physical path of the cable
- Sufficient power for routers, modems, and other devices (typically 15-20amp and 110-120V AC outlet in proximity to equipment)
- Grounding
- Space (must have a fire-retardant backboard or rack to mount equipment)
- Environmental conditions (temperature, humidity, and dust) affect sensitive equipment

Beyond these typical considerations, you should have someone who can conduct a network and IT survey with you. This assesses:

- Your needs
- Your current network architecture
- Your solution ecosystem
- How well your network-solution configuration meets your needs
- Proposing ways to get more out of your current network using the core connectivity of fiber and 5G—the foundational technologies for today's and tomorrow's businesses
- Blueprint your ideal future network
- Construct a stage-by-stage plan to strengthen current weak points in your network and evolve the network so it's future-fitted and adaptable to unpredictable market and technology forces

## How

**Map** your current network configuration.

**List** any solutions you have that are currently incompatible with other solutions that you have or may want.

**Catalog** mission-critical data and processes.



2

2

**What**

Look at provider's fiber footprint, compare performance metrics, and dig into service level agreements (SLAs) to see how well the company takes care of its customers.

**Why**

Larger footprints and greater rates of expansion typically correlate to heavy investment in building a fiber infrastructure. You want a provider that's all in on what will be one of your foundational technologies.

Service level agreements can give you a solid estimate of network performance quality. Excellent SLAs reveal a company that trusts the service it provides you.

You should cross-examine the SLAs against the customer reviews. High customer satisfaction ratings demonstrate that the company is delivering on its promise of high-quality customer experience.

**How**

**Choose** a provider that has an expansive, growing footprint—and a connection point within physical proximity of your facilities.

**Make** performance SLAs a top priority in your search for the ideal fiber provider.

**Compare** SLAs with customer satisfaction reviews. A provider that claims to have solid SLAs but suffers from poor customer satisfaction should raise red flag.

3

## What

Meet with experts to refine plans, gain fresh insights, and chart course for getting the most out of blazing-fast fiber.

## Why

**Networks that are not future-forward can undercut current momentum and endanger future growth velocity.**

Two current tech trends identified by Gartner outline potential pitfalls you face when it comes to stagnant or misaligned network architecture.

First is total experience (TX). TX is how easy and satisfying it is for employees, customers, and potential customers to interact with your business on multiple media and channels. What is the overall brand experience one encounters across your different digital channels, on a variety of devices, using diverse ways to connect, including touch, voice, and gesture?

“Organizations will increase revenue and profit by achieving adaptive and resilient TX business outcomes,” Gartner notes. Fiber supports TX because it is itself adaptive and resilient, supporting solutions that are critical for the experiences of your employees, users, and consumers.

Second is something Gartner calls “composable applications.” This describes having an architecture that “supports fast, safe and efficient application change.” In other words, how fast can you implement new applications or switch from existing ones?

Gartner concludes that those businesses that “have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation.”

Failing to build your network with these factors in mind can harm your prospects.

## How

**Engage** with consultants who can help you ask and answer the right questions regarding your network.

**Describe** the results you’d like to see and let the consultants show you network configurations that can help you get there faster.

**Assess** all options with TX and composable applications in mind; this will set you up with success-spurring experiences and agility.



# What does future-fitted fiber look like?

## AT&T Business Fiber checks all the boxes.

# #1

For Medium Business and Large Enterprise Wireline and Large Enterprise Wireless Service<sup>1</sup>

# 1 Tbps

Get speed up to 1 Tbps, which feels like internet at the speed of light<sup>2</sup>

# 800,000

U.S. business buildings are now lit with fiber from AT&T<sup>3</sup>

# 3.3M

U.S. business locations are enabled with AT&T high-speed fiber connections<sup>3</sup>

## What do these numbers mean?

Your business can connect, collect, and create in new ways, enabling a new standard in the convergence of cloud, network, data, and applications.

Total experience enabling? **Check.**

Composable applications empowering? **Check.**

The foundation of an imminently adaptable, powerful, and reliable network? **Check, check, and check.**

## AT&T Dedicated Internet

**AT&T Business can help you with your fiber. Learn more about:**

[AT&T Dedicated Internet](#)

[AT&T Business Fiber®](#)

[Ethernet Solutions](#)

<sup>1</sup> For J.D. Power 2023 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards).

<sup>2</sup> 1Tbps speed is for AT&T Dedicated Internet only.

<sup>3</sup> AT&T Raises Full-Year Adjusted EBITDA and Free Cash Flow Guidance Driven by Continued Subscriber and Revenue Growth." AT&T News Release, Oct 19, 2022. [about.att.com/story/2023/q3-earnings.html](https://about.att.com/story/2023/q3-earnings.html)

## Don't... procrastinate

One of the reasons you might delay transformation is that it can feel complicated and overwhelming. You're not just swapping out technology A for technology B. At least, you shouldn't be.

The longer you wait, the harder it will be to keep pace with competitors, who can widen the gap between you and them, putting you in a tough spot to rebound from.

Did you know that companies—no matter the size—with “a digital vision that is clear, comprehensive, and guides strategic decisions grow 75% faster on average than less digitally sophisticated peers?”<sup>4</sup>

However, only 46% of midmarket organizations have a digital transformation roadmap.<sup>5</sup>

Put another way, if you procrastinate, you may find yourself growing 75% slower than your competitors.

# 75%

How much faster businesses with clear digital vision, plan, and execution grow compared to their less digitally sophisticated peers

If you find yourself among the nearly half of growing businesses that may be getting left behind in the digital race, it's time to move yourself to the successful half. As we mentioned in the previous section, if you are struggling to ask and answer the key questions that will lead to your transformation roadmap, the right consultants can make the process a lot easier—and much less stressful.

# 46%

of midmarket organizations have a digital transformation roadmap



<sup>4</sup> Doug Farren and Anil K. Makhija, “The 5 Fronts of Digital Transformation in the Middle Market,” Harvard Business Review, October 19, 2021, <https://hbr.org/2021/10/the-5-fronts-of-digital-transformation-in-the-middle-market>.

<sup>5</sup> Ibid.



# Do... take the plunge into 5G

5G is the G that makes all the difference. Even in its infancy, it's changing the competitive landscape for all businesses. While 5G transforms the performance and user experience of your mobile devices, it's not exclusively for mobile devices.

## Mobile 5G

New mobility technology that's fundamentally changing the user experience with

- Faster speeds
- Enterprise-grade performance, even in bandwidth-intensive locations
- New ways to build stronger experiences with consumers

Not to mention that 5G technology is

- Versatile enough to integrate into your existing systems
- Secured by layering the latest in-device protection for identity and data
- Often available in standard 5G and 5G+ configurations



## 5G vs. 5G+

Both offer advantages depending on how you plan to use your 5G mobility. AT&T has the most reliable network in 5G.<sup>6</sup>

## 5G

Standard 5G offers broad coverage areas for both consumers and businesses over low-band spectrum (sub-6GHz radio frequencies). This service is ideal for mobile customers who need performance while on the go.

## 5G+

AT&T 5G+ uses a spectrum of frequencies called mmWave that is largely uncluttered by other technologies. Its shorter wavelength allows for faster data transferal than lower band 5G service, reaching average speeds up to 3x that of 4G LTE in major metro areas, and peak speeds up to 10x faster than 4G LTE in select venues.<sup>7</sup>

<sup>6</sup> Based on nationwide GWS drive test data. GWS conducts paid drive tests for AT&T and uses the data in its analysis. AT&T 5G requires compatible plan and device. 5G is not available everywhere. Go to [att.com/5Gforyou](https://att.com/5Gforyou) for details.

<sup>7</sup> AT&T Business web site: <https://www.business.att.com/products/mobile-5g.html>

## Edge solutions

The network edge—that place where your network meets other networks—can be better controlled and secured thanks to 5G.

- Bring public clouds and ecosystems closer to where you need them most to serve multiple locations at once
- Connect, control, and compute data at your onsite—from a factory floor to a retail store to a headquarters location
- Maintain security and control over data

These edge solutions should be able to integrate and scale seamlessly with 5G and fiber network services to enable cutting-edge technologies and experiences (with less latency and improved performance) such as

- Industry 4.0
- Artificial Intelligence
- Internet of Things (IoT)



**AT&T Business can help you  
with your edge solutions.  
Learn more about:**

[AT&T Multi-Access Edge Computing](#)

[AT&T On Premises Cellular Network](#)

[AT&T Private Cellular Networks](#)

[AT&T Private Cellular Networks – Events](#)

[AT&T Network Edge](#)

[AT&T Secure Access Service Edge \(SASE\)](#)

## Wireless Broadband

This solution is powerful on its own—and can be paired with 5G and fiber for dynamic versatility. AT&T Wireless Broadband can

- Work as a primary, secondary, or failover connection
- Connect remote sites, and be a cost-effective solution
- Support a 4G LTE or 5G/5G+ router or mobile hotspot device<sup>8</sup>



**AT&T Business can help you  
with your wireless broadband.  
Learn more about:**

[AT&T Wireless Broadband](#)

<sup>8</sup> Requires a compatible 5G and/or 5G+ device. May not be available in your area. 5G+ is available only in very limited parts of select cities. See [att.com/5Gforyou](http://att.com/5Gforyou) for coverage details. Other restr's apply.

## Don't... ignore automation

With the right core network in place, one powered by the twin, dynamic forces of fiber and 5G, you will have the Holy-Grail foundation for top notch automation.

Automation is one facet of technology where most of your peers—in growing businesses—are making serious investments.



# 63%

of growing businesses have automated—or are planning to in the next 12 months—specific job tasks to free employees for other work (30% have done so; 33% are planning to)<sup>9</sup>

# 50%

of growing businesses have integrated all or most of their collaboration applications so they work together and automate inter-system processes, communications, and tasks; that leaves half of growing businesses somewhere out in the cold when it comes to productivity driven by integration and automation

# 49%

of growing businesses are replacing 1 or more positions with automation solutions—helping them better navigate the worker shortage (32% have done so; 19% plan to in the next 12 months)<sup>10</sup>



**AT&T Business can help you with your automation. Learn more about:**

[AT&T Internet of things \(IoT\)](#)

[AT&T Cloud Solutions](#)

<sup>9</sup> Directions for the Future of Work. SMB Group: eBook. 2022.

<sup>10</sup> Ibid.

Conclusion

## Do... discover why AT&T Business checks all the boxes for you and your growing business's tech needs

The right connectivity makes other parts of your network—and therefore your digital evolution—stronger.

When you team with a provider whose future-ready network flows through fiber and harnesses the potency of 5G, while offering portfolios of solutions that help cover virtually every business need (mobility, 5G, business internet, networking services, Internet of Things, voice and collaboration, cybersecurity, and cloud), you can create a network built around your specific business needs that rewards you with fluidity, agility, and capacity.

These types of advanced, enterprise-grade connectivity future-fit your network. You'll be able to build other advanced solutions, applications, and technologies upon the foundational architecture you have.

### Why AT&T Business?

See how ultra-fast, reliable fiber and 5G connectivity protected by built-in security give you a new level of confidence in the possibilities of your network. Let our experts work with you to solve your challenges and accelerate outcomes. Your business deserves the AT&T Business difference—a new standard for networking.

**To learn more, contact your AT&T Business account team.**



