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feature story

POP QUIZ, FOLKS. How long would you guess that AT&T Canada has been operating in some fashion in Canada? 20 years? 30? Surely not more than a half century, right?

Wrong.

Believe it or not, AT&T Canada has been involved in Canada for over 150 years. So, what does that mean to you? Maybe not much. Except that in this meager time frame, AT&T Canada has built up an unparalleled communications infrastructure that has enabled the company to enjoy the enviable position of virtually unimpeded market penetration in long distance services.

As you probably know, AT&T Canada is currently the country's largest facilities-based competitive provider of local and long distance voice services.

But AT&T Canada is much more than just long distance now. The Company as it exists today was created in June 1999, from the merger of four prominent communications companies.

Deploying the most advanced fibre-optic networking and digital switching platforms, AT&T Canada now offers customers across the country a full suite of local and long distance voice, data and Internet services - with sales and service locations from coast-to-coast.

In fact, if we had a nickel for every time someone says 'Oh yeah, they're the long-distance guys, right?', we could buy shares in Bill Gates' fortune.

Well, here's a little secret for you. AT&T Canada is also Canada's leading data and Internet telecommunications services provider.

Data Services

- Frame Relay
- Virtual Point of Presence (VPOP)
- Private Line
- Public Dial Access (PDA)
- Third Party Occupancy (TPO)
- Managed Network Services (MNS)
- Asynchronous Transfer Mode (ATM)
- Transparent LAN Service (TLS)
- Business IP

Internet & E-Business Services

- Network/Access
- Managed Hosting and ASP Infrastructure
- Security Solutions
- E-Business Enabling
- E-Business Applications

Actually, it's really not a secret, you may just not have known. Just like you might not have known about our custom integrated package of value-added Internet and telecommunications services, immediately available to businesses just like yours.

Or *Business ONE™*, our new product bundle of local, long distance and Internet services, targeted specifically to small and medium business.

Local Services

- Ancillary Services (411, 911, 0, etc.)
- Business Lines
- Centrex
- Free Business Feature Set
- Voice Messaging
- ISDN

Or our huge feature sets in Toll Free and Wireless Services.

Toll-Free Services

- Domestic, Continental & International
- Custom Call Routing
- Call redirection
- Transfer Connect
- 99.9% Reliability
- Network Announcements

Wireless Services

- PCS & Cellular
- Wireless Data
- Messaging

And of course...

Long Distance Services

- Flexible and Flat Rate Billing
- VRoute Virtual Private Network
- TeleManager®
- Calling Card Services
- 24 hr Voice Support

You get the picture...

Y'see, we want our valued customers to know a few things about the company they count on for their communications needs:

- You've told us that you want to know more about AT&T Canada. Who we are, and what we really do. We are listening to our valuable customers and continue to welcome your comments and feedback to help us serve you better.
- We can provide you with ALL of your critical business communication tool needs, not just long-distance service.
- Our extensive portfolio of integrated offerings reduces the time you need to spend satisfying your telecom needs, eliminates service redundancies and simplifies cost management.

Contact your local AT&T Canada representative today to find out more about how we can help you improve your profitability. Tell us what you want to see in future issues and you may just win a BlackBerry™ 950 Wireless Handheld!! Visit us at www.attcanada.com's English site, click on the Newsletter link, and answer a few quick questions on our online newsletter survey (More details on the back page of this newsletter).



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data services feature



Telecommunications Made *Eeeeeasyyyyyyy...*

“Currently, we are the largest single carrier of data facilities across Canada, coast-to-coast.”

— Vince Demosky, Manager, Data Services Marketing at AT&T Canada

WHOEVER SAID THAT telecommunications is all about data? Probably the same guy who said time is money.

That guy was bang on.

Information of any type – including documentation, imagery, photography, audio, etc. – that can be represented electronically qualifies as data.

And one key to achieving tangible success in today’s business world is your telecommunications – or data transfer – capabilities. How are you sending and receiving your mission critical data? How reliable is the infrastructure? Has telecommunications process positively influenced your key business relationships?

Well, AT&T Canada has made it our business (well, ONE of our businesses) to provide the critical data sources that drive both your business and your customers’ businesses.

Data Services, a rapidly expanding and extremely valuable AT&T Canada business offering, was originally developed simply as a functional private line carrier. Y’know, standard point-to-point telephone connection.

Yet as technology expanded, so did we; eventually diving headlong into the eye-opening realm of *Virtual Private Networks*. The initial transition began with the exciting additions of *Frame Relay* and *Asynchronous Transfer Mode (ATM) Services*, and has continued to include our most recent expansion into *Business IP Service*.

“Currently, we are the largest single carrier of data facilities across Canada, coast-to-

coast,” says Vince Demosky, Manager, Data Services Marketing at AT&T Canada. “Our products are fully integrated and we take a flexible and unique approach to IP.”

What Is All This Stuff?

Frame Relay – Basically, this is one of the fastest growing and most successful vehicles for information transfer today, and is the customer choice for connecting LAN’s and offices together. Frame relay is a telecommunication service that puts data in a variable-size unit called a frame, and leaves any necessary error correction (retransmission of data) up to the end-points, which speeds up overall data transmission. It requires a dedicated connection during the transmission period, making it unsuitable for voice or video transmission, which requires a steady flow of transmissions.

Asynchronous Transfer Mode (ATM) – is a high-speed transfer technology for simultaneous transfer of voice, video, and data over public networks.

Basically, that means that customers can connect each of their sites with virtual connections set at different speeds and with different qualities of service to support the transport of data no matter where they are in the world.

Business IP – Basically, AT&T Canada Business IP enables you to seamlessly migrate from connection-oriented networking to connectionless IP networks, allowing you to:

- Better communicate and create stronger unity with your customers
- Migrate to leading edge technology without eliminating your legacy systems
- Focus your attention on your core businesses instead of taxing networking issues
- Configure your networks based on different classes of service to support different applications

“Our business customers have challenged us to build services to extend their private Intranets to branch offices or Extranets to partners over VPNs, while demanding easy-to-use services that integrate seamlessly,” said Harry Truderung, President and Chief Operating Officer, AT&T Canada.

“We have responded with our Business IP services – providing secure, reliable and cost-effective enterprise-class networks with North American reach. With Business IP services, our customers can quickly and cost effectively expand their networks, whether it means adding users, connecting more offices or offering new applications,” Truderung added.

These are just a few of our many Data Services offerings that help you leverage your business communications. Reliability. Scalability. Cost-effectiveness. It’s what you want and what your customers want in telecommunications services.

For more information on these and all other Data Services, please contact your sales rep or check out www.attcanada.com



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just so you know...

Just So You Know...

- In October 1994, Jeff Bezos wanted to name his new Web venture "Cadabra" – as in "abracadabra." But his attorney convinced him that this magical moniker sounded a bit too much like "cadaver." Reluctantly, Bezos went with his second choice: *Amazon.com*.
- According to research from Morgan Stanley Dean Witter, AT&T Canada has the most advanced strategy of the Canadian telecom providers.
- Internet access in the country of Myanmar is restricted by anti-modem laws. Illegal possession of a modem can lead to a prison term.
- The highest-selling domain name to date, *business.com*, cost an astounding \$7.5 million in 1999. The buyer was eCompanies.
- AT&T Canada has a facilities-based network spanning more than 17,000 km across Canada, and has the capacity to serve over 95% of the country's businesses.
- People download 100,000 free Real Networks' jukeboxes *a day* (Streaming Magazine, 2000).
- While the cost of serving a customer through a branch averages \$1.07, the cost to deliver the same service through the Internet is \$0.01. (Xceed, 2000).



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e - b u s i n e s s f e a t u r e

AT&T Canada *Marketplace*[™] – Leading e-Business Exchange

In a Nutshell: AT&T Canada

Marketplace is a service that provides secure exchange services for bringing buyers and suppliers together in a centrally-managed secure application, adding value without the capital costs.



The AT&T Canada *Marketplace*, a web-enabled platform designed to facilitate business to business transactions, hopes to launch in late November with eProcurement.

Ok. What is it and what does it do for my business?

AT&T Canada *Marketplace* is a turnkey solution, featuring software which web-enables your procurement of office supplies, computers, as well as those items needed to support your company's daily maintenance, repair and operations.

AT&T Canada *Marketplace* will be offered to large-mid size corporations in an Application Service Provider (ASP)-format – meaning that instead of having to purchase software applications enterprise-wide, companies rent the application.

Why ASP?

Infrastructure is constantly changing. Why invest crucial capital without guaranteed returns? With the AT&T Canada *Marketplace*, there is no need for

infrastructure investments. It's a centrally hosted application – at AT&T Canada's state-of-the-art Internet Data Centre – that can quickly and easily deliver value to your business.

AT&T Canada's ASP solution allows you to overcome challenges. The challenge of change. The challenge of people. The challenge of time. The challenge of capital. The challenge of resources. It's about realizing the true benefits of technology and applying them to the future of your business.

Some other benefits of using an ASP:

- Reduced up-front capital costs for software and hardware
- Elimination of maintenance and support requirements – we offer 24/7 support!
- Alleviation of a customer's resource constraints in terms of IT professionals
- Reduced timeframe for implementation
- Net savings in total cost of ownership (TCO) in the range of 30-50% over a 3 to 5 year period

AT&T Canada *Marketplace* Makes Sense

In a nutshell, AT&T Canada *Marketplace* is a service that provides secure exchange services for bringing buyers and suppliers together in a centrally managed secure application – adding value without the capital costs. And, by leveraging our relationship with IBM Canada, The AT&T Canada *Marketplace* is implemented quickly – in 30-90 days!

Throughout 2001, the AT&T Canada *Marketplace* will be expanding the solution to include content services, supply chain management, fulfillment and logistics based on the best-of-breed, i2 Technologies applications.

AT&T Canada *Marketplace*, another way we make your e-business processes easier.

For more information on AT&T Canada *Marketplace*, please contact AT&T Canada at 888-603-1449 or check out www.attcanadamarketplace.com.



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futurescope

Human File Transfer on the Horizon

Imagine distributing personal electronic information to others with nothing more than a simple kiss. Adds some interesting potential to the term 'kissing virus', no?

Believe it or not, that kind of freakish, 'X-Files' scenario is just around the corner.

IBM Research scientists are perfecting a new Personal Area Network technology (PAN) that uses the natural electrical conductivity of the human body to transmit electronic data.

Using a thick credit card-sized prototype transmitter embedded with a microchip, and a slightly larger receiving device, researchers are able to transmit pre-programmed electronic information between two people via a simple handshake. What's more, the prototype allows data to be transmitted from sender to receiver through up to four touching bodies.

PAN technology takes advantage of the human body's excellent conductivity of electrical current. The current being used is one nanoamp (one billionth of an amp), which is lower than the natural currents already in the body. For perspective, consider that running a comb through your hair generates an electrical field more than 1,000 times greater than that being used by PAN technology.

Ok. You've just received a page. With PAN, the pager could automatically upload the callback number directly to your cellular phone, requiring you to do nothing more than hit the "send" button.

Now let's ponder the mouth-watering customer service implications. By placing radio-frequency sensors on products, stores could essentially eliminate checkout lineups, and the customer service headaches that go along with them. Your now-very-loyal customer would simply carry selected purchases through a detecting device that would automatically and accurately identify him and his selections, and then bill his account accordingly. We're talking customer satisfaction through the roof.

Problem. You're on the road. Your cell's out of batteries (a stretch, we know...). No way you're going to be in Vancouver on time to make that crucial meeting with your kajillion-dollar client. You have to use the calling card to tell them you're going to be late.

Problem. It's midnight, your office is closed and you don't have the &%!#@# PIN.

Wouldn't it be cool if public phones were equipped with PAN sensors that automatically identified the user, who would no longer have to annoyingly input calling card and PINs?

We think so too.

Currently, this technology is in prototype stage, with more refined research forthcoming. But don't be too surprised one day if you find yourself exchanging business cards with nothing more than a handshake.

For more information on this wonderful new technology, contact IBM or check out www.research.ibm.com/topics/popups/smart/mobile/html/pan.html.

Source: IBM, 2000.



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l i n k s

A Bevy of Useful Links

Link	Category
www.whatis.com	Telecom Made Easy
www.next20years.com	Future Trends
www.messagingonline.com	Wireless
www.anyday.com	Personal Efficiency
www.gdsourcing.com	Canadian Statistics



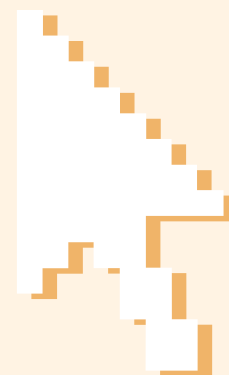
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feedback & contest!!

FeedBlack – The Contest!!

(Get It? Get It? Y'know, feedback, BlackBerry...)



For a shot at winning a tasty BlackBerry™ 950 Wireless Handheld AND one full year of Elite Messaging just visit www.attcanada.com's English site, click on the Newsletter link, and answer a few quick questions on the online survey therein. Also, opt into getting future issues of Sphere delivered to you electronically. Or, if you prefer, send your comments, including what you'd like to see in future issues, to spherefeedback@attcanada.ca.

We thank you for your business and look forward to hearing your voice for this issue and all those forthcoming.

Contest not open to residents of Quebec. One Rogers™ AT&T® BlackBerry with air times will be awarded. Total prize value \$1000. Deadline for entries is January 30, 2001. Contest draw will take place January 31, 2001. Odds of winning depend on the number of entries received. Winner will be contacted via telephone and must answer a mathematical skill-testing question. Prize will be delivered via parcel post.

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Contest Rules and Regulations

1. When you complete AT&T Canada's online survey at www.attcanada.com between November 29, 2000 and January 30, 2001, a ballot in your name will be entered into AT&T Canada's "FeedBlack" Contest for a chance to win one BlackBerry™ 950 Wireless Handheld and one full year of Rogers™ AT&T® Elite Messaging. Limit of one entry per person. No purchase necessary. 2. The prize will be awarded based upon a randomly selected ballot. The draw will be held in Toronto, Ontario on January 31, 2001. The chances of winning will depend on the number of entries received by January 30, 2001. The selected entrant will be contacted via telephone. The selected entrant must first correctly answer a mathematical, time-limited, skill-testing question and will be required to sign a declaration and release form before being declared the winner. The prize will be delivered via parcel post. The approximate retail value of the prize is \$1000.00. The prize cannot be redeemed for cash and is not transferable. 3. The contest is open to all Canadian residents having reached the age of majority in the province in which they reside (excluding the Province of Quebec), except employees of AT&T Canada Corp., their agents and advertising agents, independent judges or any person domiciled with any of the foregoing. The contest is subject to all applicable Federal, Provincial and Municipal Laws and Regulations. The decision of the contest judges is final. By entering the contest, entrants consent to the use, without charge or compensation, of their name, place of residence and photograph for advertising and publicity purposes.

4. Neither AT&T Canada Corp. nor the contest judges can be held responsible for any human or computer generated error in compiling the entries or awarding the prize. 5. Entrants may obtain the name of the winner by writing to: AT&T Canada Corp., 200 Wellington Street West, Toronto, Ontario, M5V 3G2, Attention: Marketing, including a self-addressed sufficiently stamped envelope.

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