



It's a big world. Make it yours.

A BBN AMERICAS **CASE STUDY**

AT&T



Case Study

AT&T: IoT marketing

Challenge

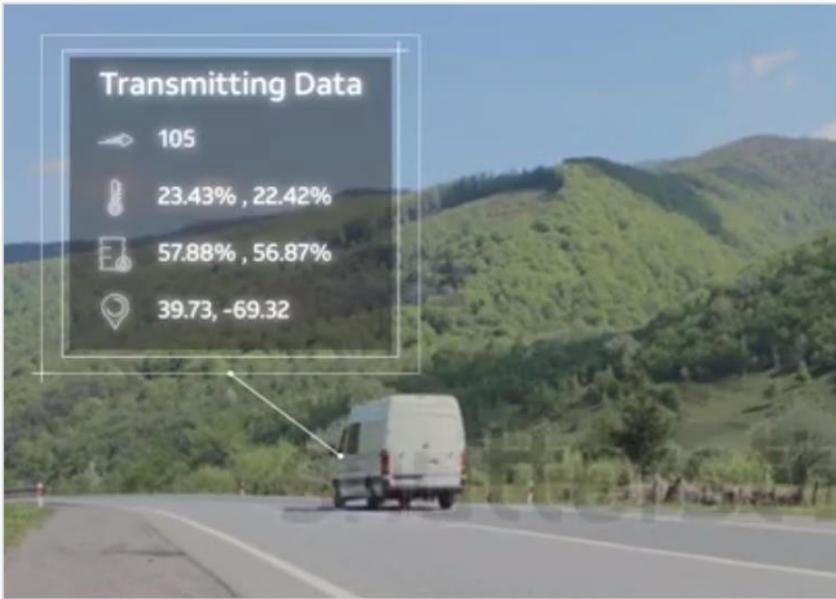
- AT&T is one of the world's largest telecommunications companies. AT&T's IoT (Internet of Things) business is a market leader with solutions that include platforms, networks, professional services, and asset management products.
- Over the last 8 years, Celeritas has produced numerous solution marketing videos, marketing briefs, interactive tools (for sales teams), and infographics that have been used on A&T's web/digital platforms, major industry conferences, public sector summits, targeted customer presentations, and sales meetings.

Solution

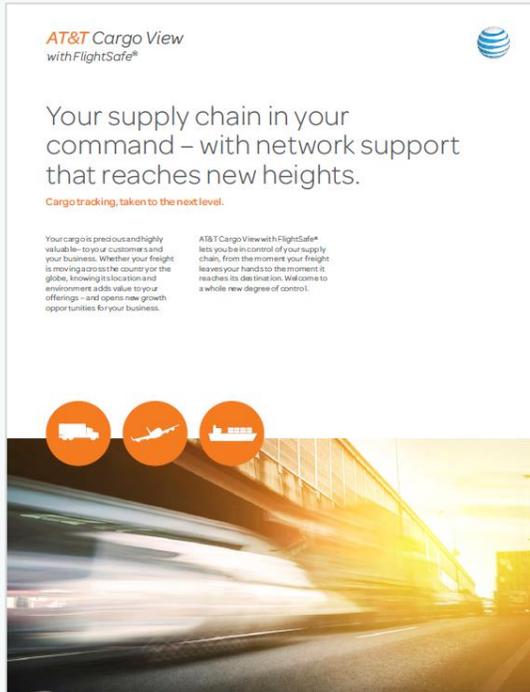
- As a trusted partner for AT&T, Celeritas has worked collaboratively to tell compelling stories around a broad range of use cases for their solutions, spanning fleet management, asset management, healthcare, smart cities, and core IoT infrastructure:
 - AMOC (Asset Management Operations & Control) for rental tools and equipment, freight monitoring, and packaging tracking;
 - Connected drone strategy addressing payload, diagnostics, and navigation;
 - Developer community engagement for M2X, Dataflow and other tools;
 - Targeted connected solution efforts for AT&T partnerships with GE, Chep, Emerson, Starbucks, Red Bull and others.

Results

- The marketing collateral and content Celeritas has produced for AT&T have generated awareness and excitement around more than 25 industry-specific and cross-industry solutions. When used as part of digital initiatives, they have driven lead-generation for AT&T sellers, enabling them to have focused conversations around value that AT&T can provide towards solving their business problems.



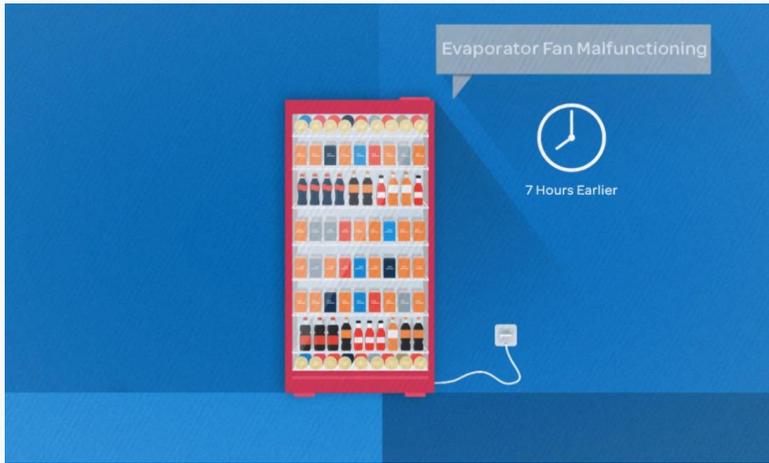
Fleet Tracking Video



Cargo View Brief



IoT Platform Video



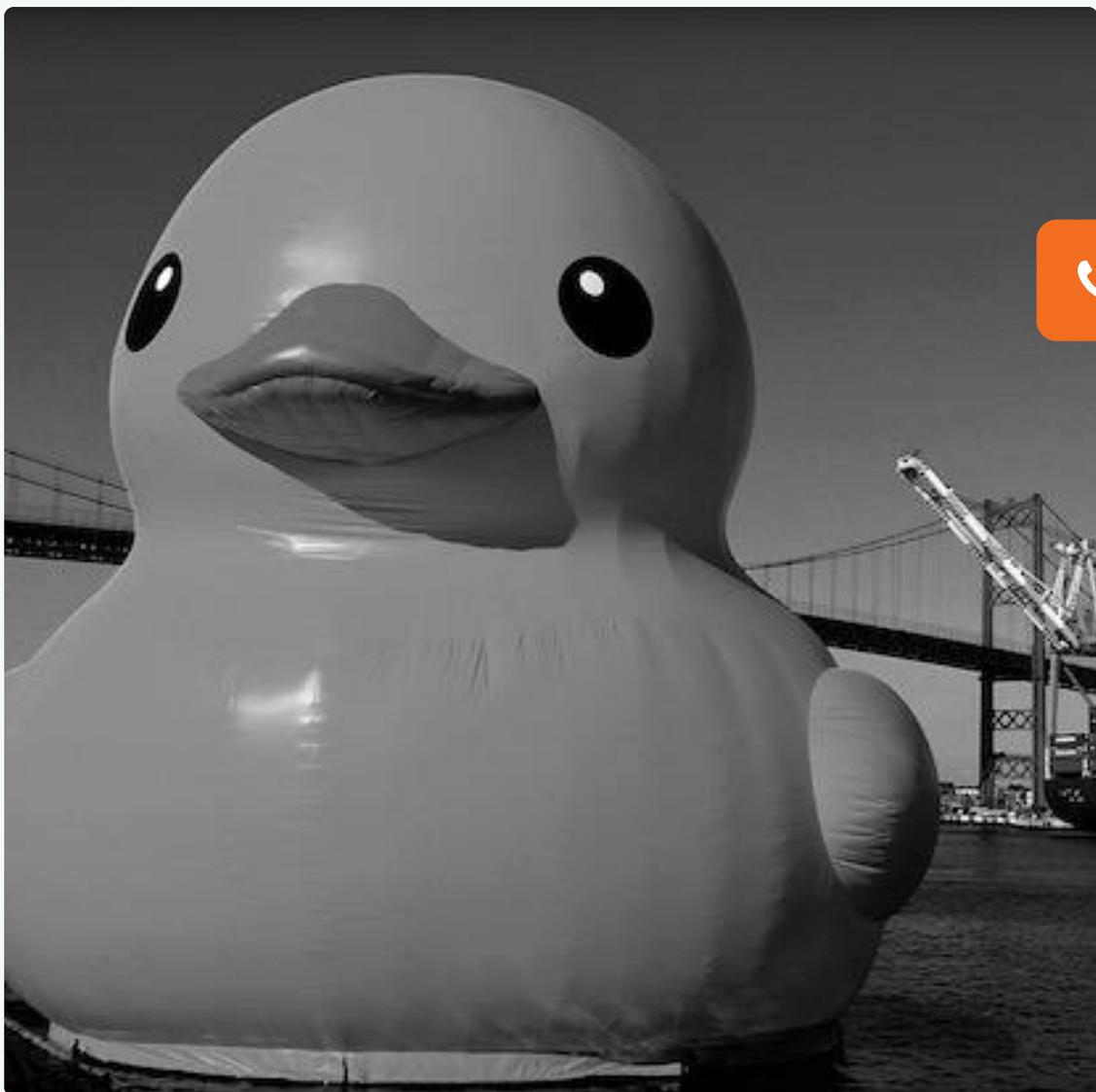
Connected Refrigerator Video



Executive Presentation



Drone Connectivity Video



A BBN case study

Intrigued?

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Thank you