



AT&T Competitor ETF Buyout Offer for AT&T & ACC

Promotion to incentivize future ADI customers in any competitive connectivity contract to switch to ADI by reimbursing ETF

7/23/24

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**Got customers who want to switch to ADI
but are still in a competitor contract?**

Tell them NOW is the time to switch

AT&T will buy out their competitor internet contract
for the amount of the ETF

- **UP TO \$7,500** per ADI circuit
- **WITH A CHECK**, not a bill credit
- **No limit** on the number of ADI circuits per customer
- Only available from **Aug 1 to Oct 29!**



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ELIGIBILITY

- New ADI/ADIVB circuits switched from competitors (regardless of internet type)
- No upgrades, downgrades, moves, or replacements
- **Minimum 50M (ADI & ADIVB)**
- **Minimum new 36-month contract (new and existing customers)**
- **ONNET 10 or ONNET 20 buildings only**
 - Can view ONNET status in SalesExpress, SF Q&O, Facilities Check or AVSQ (via Channel Team)
- No limit per customer
- **Up to \$7,500** ETF buyout per circuit
- Contract & ETF Buyout Addendum counter-signed on or after Aug 1 through Oct 29
- Orders must be placed within 30 days of contract & Addendum counter-signature
- Customer provides competitor bill showing ETF charge within 90-days from ADI TTU (see appendix for guidance on Valid Bill)

STACKABILITY

- ADI 2 Months Free w/ O@H in Sales Force
- All-in-One for Business
- **NOT stackable with ADI Activation credits** – Use if customer is no longer in a contract with a competitor
- **NOT currently stackable** with custom offers such as Competitive Response Offer and ICB



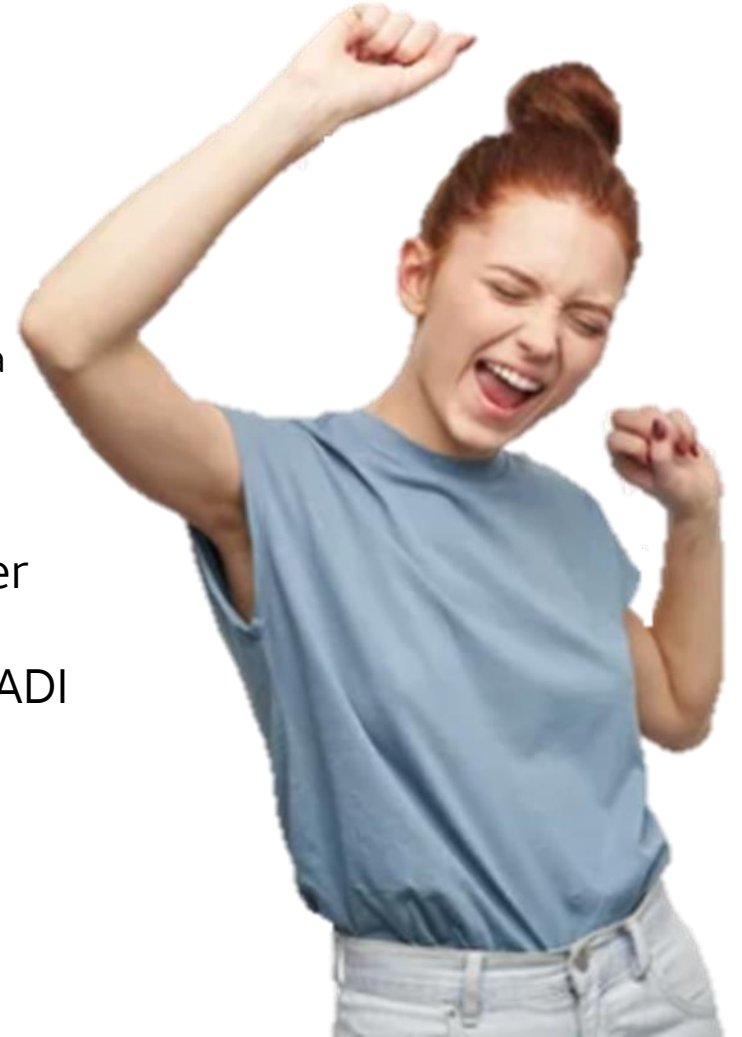
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ELIGIBILITY

- New circuits switched from competitors (regardless of internet type)
- No upgrades, downgrades, moves, or replacements
- **Minimum 50M (ADI & ADIVB)**
- **Minimum 36-month contract (new and existing customers)**
- **On-net (10 or 20) buildings only**
 - Can view ONNET status in SF Q&O, Facilities Check, Masterstream, BLP PPT or AVSQ (via Channel Team)
- No limit per customer
- Up to \$7,500 ETF buyout per circuit
- ETF Buyout Addendum signed on or after Aug. 1 through Oct 29 and order placed within 30 days of signing
- Customer provides competitor bill with ETF charge within 90-days from ADI TTU (see backup for guidance on Valid Bill)

STACKABILITY

- **NOT currently stackable** with custom offers/agreements via ICB



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Onnet / Offnet Description Summary

Qualification Type	Description & Needs	Interval (Bus Days)
ONNET 10 Ready now	<ul style="list-style-type: none">Fiber existsEquipment already installedDesign & provisioning neededDispatch to test & turn-up needed	10 BD days Near Zero Cost to AT&T
ONNET 20 Fiber exist, needs equip	<ul style="list-style-type: none">Site survey neededSplicing and/or electronics neededEquipment install neededDesign & provisioning neededDispatch to test & turn-up needed	20 BD days Roughly \$4K in Equipment Needed
OFFNET Needs fiber & equip	<ul style="list-style-type: none">Site survey neededFiber build requiredEquipment install neededDesign & provisioning neededDispatch to test & turn-up needed	40+ BD days Avg \$20K in Fiber and \$4K in Equipment



What Happens Next?

- We verify that the offer requirements are met and let you know if something needs to be changed
- Our vendor sends an email to the customer and cc's you to request a bill with the ETF – the customer has 90 days from TTU completion
- **The customer will get a check in 2-3 weeks**

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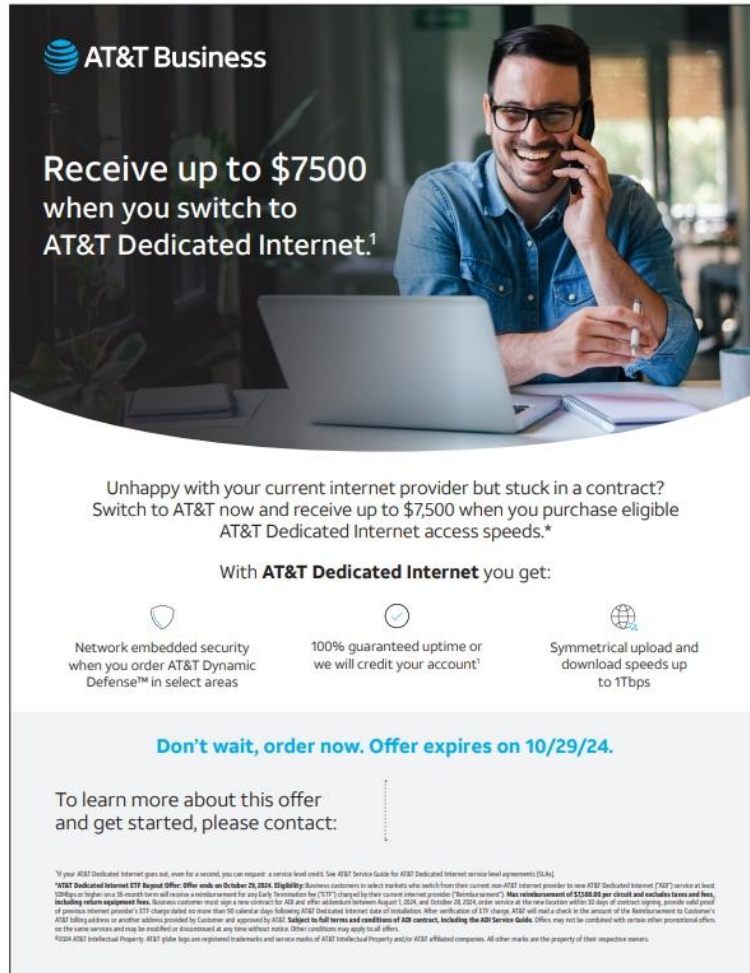
Call to Action

1. **Start building your funnel** of customers who expressed interest in ADI previously but didn't want to terminate a contract with a competitor
2. **Be prepared to re-engage** with any customers you may have talked to that were interested but under contract
3. All internet service from a competitor are eligible, so don't hesitate to **tell customers about the added value of dedicated internet**



MIDMarkets | ADI ETF Buyout Collateral

(Available in Partner Marketing Portal)



AT&T Business

Receive up to \$7500 when you switch to AT&T Dedicated Internet.¹

Unhappy with your current internet provider but stuck in a contract? Switch to AT&T now and receive up to \$7,500 when you purchase eligible AT&T Dedicated Internet access speeds.*

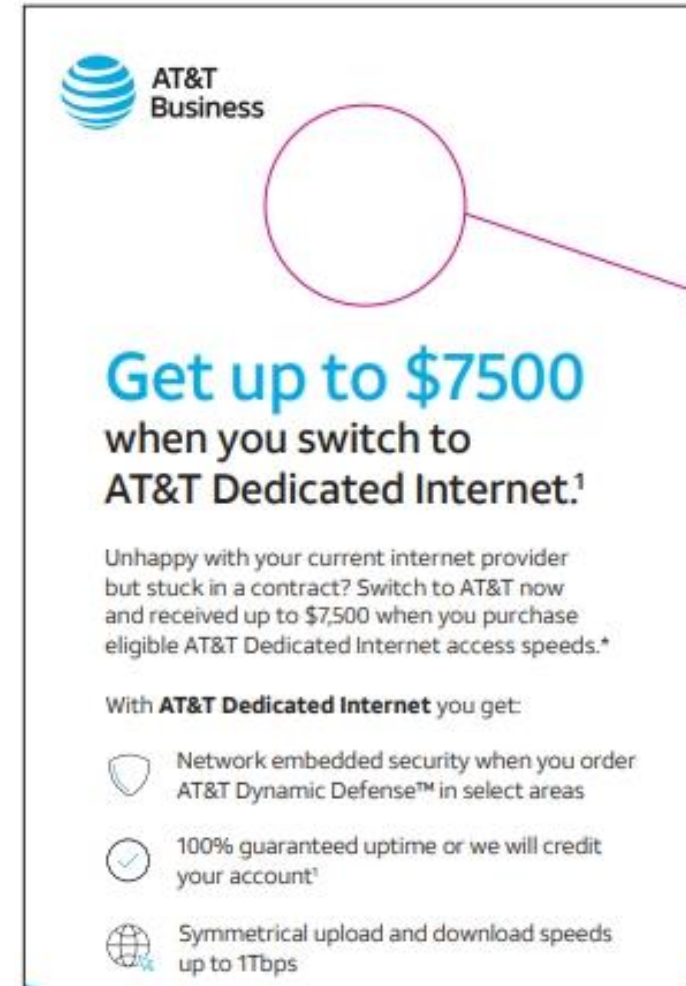
With **AT&T Dedicated Internet** you get:

- Network embedded security when you order AT&T Dynamic Defense™ in select areas
- 100% guaranteed uptime or we will credit your account¹
- Symmetrical upload and download speeds up to 1Tbps

Don't wait, order now. Offer expires on 10/29/24.

To learn more about this offer and get started, please contact:

¹ Your AT&T Dedicated Internet goes out, even for a second, you can receive a service level credit. See AT&T Service Guide for AT&T Dedicated Internet service level agreements (SLAs).
AT&T Dedicated Internet ETF Buyout Offer: Offer ends on October 29, 2024. Eligibility: Business customers in select markets who switch from their current non-AT&T internet provider to new AT&T Dedicated Internet (ADI) service at least 10Mbps or higher on a 30-month term will receive a reimbursement for any early termination fee (ETF) charged by their current internet provider. (Excludes wireless). **Max reimbursement of \$2,500 per circuit and includes taxes and fees, including return equipment fees.** Business customer must sign a new contract for ADI and offer addendum between August 1, 2024, and October 28, 2024 and service at the new location within 30 days of contract signing, provide valid proof of previous internet provider's ETF charged for no more than 30 calendar days following AT&T Dedicated Internet date of installation. After verification of ETF charge, AT&T will make a check in the amount of the Reimbursement to Customer's AT&T billing address or another address provided by Customer and approved by AT&T. **Subject to full terms and conditions of ADI contract, including the ADI Service Guide.** Offer may not be combined with certain other promotional offers on the same service and may be modified or discontinued at any time without notice. Offer conditions may apply to all offers.
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