



ALL IN ONE FOR BUSINESS w/ ABF & AIA-B PROMO BRIEF

8/12/24 – (Subject to Change)

AllInOneforBusiness_ADIASEoD_Enhanced_PromoBrief-8-12-24

Effective August 12, 2024

All In One for Business w/ ABF & AIA-B

\$30/mo. off AT&T BUSINESS FIBER, all symmetrical speeds

\$30/mo. off AT&T INTERNET AIR FOR BUSINESS (AIA-B): Standard & Premium
(NATIONAL OFFER)

OR

\$30/mo. off AT&T BUSINESS WIRELESS, Unlimited Your Way for Business
AT&T Business Unlimited Advanced, Standard or Premium plans only
(NATIONAL OFFER)

OR

\$5/mo./line off AT&T BUSINESS WIRELESS, SELECT CUSTOM TURNKEY/ICB PLAN
(PRIVATE OFFER)

(All In One for Business discount based on eligible wireline & wireless services)

Offer Summary

Description:

All In One for Business with ABF and AIA-B rewards customers with a service discount for adding new wireless, ABF and/or AIA-B service when they already have a service with us. The discount will now be applied to the added service instead of just on the wireline service.

- When the customer is new to AT&T for business wireless and ABF and/or AIA-B services, and meets the All In One for Business criteria, the discount will default to the wireline service
- When the customer has an existing qualifying ABF service and activates a new AMB/ACDA agreement on a qualifying CRU plan & meets the All In One for Business criteria, the discount will default to the wireless service

The customer will continue to receive the service discount(s) while ABF/AIA-B and business wireless services are both activated and both remain in good standing, Otherwise, the service discount(s) will be removed.

Updates effective date: 8/12/24

- Wireless service discount options available based upon wireless voice plan selected and eligible criteria
- Customers are eligible for a Wireless service discount or a Wireline service discount, not both
- AIA-B is not a qualifier for customers to get a Wireless service discount
- Addition of a Business Wireless service discount for existing ABF customers who have no existing Business Wireless relationship, add new business wireless service and meet the discount criteria
- To receive the \$30/mo. discount on business wireless service – NATIONAL OFFER
 - Wireless service discount criteria: Must be an **existing AT&T Business Fiber (ABF)** customer **adding new eligible AT&T Business Wireless BAN with UYW; 2-line minimum** on smartphone voice lines with 36-mo. EIP/AIPs
 - New AMB Agreement with a new BAN (billing account) and activation of 2 new smartphones on a 36-month Equipment Installment Plan with an AT&T Unlimited Your Way for Business; AT&T Business Unlimited Standard, Advanced or Premium voice plan for each of the 2 lines
 - Customer must have a minimum 2 qualified smartphone voice lines on UYW ordered within 14 days of each other to qualify for discount and both lines must be activated for discount to be applied.



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Updates, continued from page 1

OR (Wireless discount continued)

- To receive the \$5/mo./line discount on business wireless service – PRIVATE OFFER
 - Wireless service discount criteria: Must be an **existing AT&T Business Fiber (ABF)** customer **adding new eligible AT&T Business Wireless BAN with an AT&T Business Enhanced plan, 11-line minimum** on smartphone voice lines with 36-mo. EIP/AIP
 - New ACDA Agreement with a new BAN (billing account) and activation of 11 or more new smartphones on a 36-month Equipment Installation Plan with a select ICB/Turnkey AT&T Business Enhanced Pro, Advanced or Plus for each of the 11+ lines. Not available/stackable with custom ICB/Turnkey deals
 - Customer must have a minimum 11 lines ordered within 90 days to qualify for discount and a minimum of 11 lines must be activated for discount to be applied

Wireless customers must have qualifying wireless voice plan on smartphones on 36 month EIP/AIP of wireless billing account number (BAN) to qualify

OR

- **Wireline** service discount(s), NATIONAL OFFER

- To receive the \$30/mo. service discount on AT&T Business Fiber (ABF) service **and/or** to receive the \$30/mo. service discount on AT&T Internet Air for Business (AIA-B) service
 - New ABF and/or new or existing AIA-B customer adding new eligible AT&T Business Wireless service, ABF & CRU services must be ordered on the same day to be considered new/new for wireline discount
 - Existing qualified Business Wireless adding new ABF and/or AIA-B Standard or Premium
- Wireless criteria
 - 1 CRU Voice line minimum
 - 1 line on smartphone on a generally available business wireless UYW, Business Mobile Preferred or select custom ICB/Turnkey voice rate plan (see wireless criteria section of this document)

Previous All In One for Business promotional discount offer versions:

All In One for Business – original start date 8/7/23 (ABF/AWB); 11/1/23 (ADI/ASEoD)–multiple updates

All In One for Business w/ ABF & AIA-B; All In One for Business w/ ADI/ASEoD &/or AIA-B: 3/26/24–8/11/24

- Monthly recurring discount: \$30 off ABF (all symmetrical speeds); \$80 off ADI or ASEoD (qualifying)
- Monthly recurring discount: \$30 off AT&T Internet Air for Business: Standard & Premium
 - AT&T Internet Air for Business (AIA-B) replaced AT&T Wireless Broadband (AWB) in the All In One for Business (AIO-B) promotion. AWB no longer a qualifying service in the promotion effective 3/26/24. Customers will maintain their \$20/mo. AIO-B discount on their AWB service if criteria was met on or before 3/25/24 and the customer maintains their qualifying AWB and Business Wireless services. AT&T Wireless Broadband \$20 discount was retired on 3/25/24
- All In One for Business w/ ABF & AWB (pivot to 1 ABF discount instead of 2); effective 1/1/24–3/25/24
 - Monthly recurring discount: \$30 ABF discount (all symmetrical speeds) and/or \$20 AWB discount
 - \$20 and \$40 monthly recurring discounts were retired on 12/31/23
- All In One for Business w/ ADI & ASEoD effective 11/1/23; \$80/mo. discount on qualifying speeds
- All In One for Business w/ ABF & AWB (pivot to a ABF & AWB discount from 25% off wireless discount), effective 8/7/23–12/31/23
 - Monthly recurring discount: \$20 or \$40 ABF discount (based on speed) and \$20 AWB discount
 - 25% off Wireless recurring discount was retired on 8/6/23
- 25% off Wireless with ABF/ADI/AWB; effective 8/2022
 - 25% off Wireless Cross Sell Offer when wireline and wireless eligibility met
 - The 25% off Wireless Cross Sell Offer was retired on August 6, 2023



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Offer construct/M&P

All In One for Business Offer Availability & Offer Requirements

✓ Speed and plan eligibility requirements are shown in the following table:

New ABF and/or New or Existing AIA-B adding new eligible AT&T Business Wireless service (applied to Wireline)	Existing ABF adding New Wireless \$30/month (applied to Wireless)	Existing ABF adding New Wireless \$5/line/month (applied to Wireless)
\$30 ABF &/or AIA-B Service Discount	\$30/mo. Wireless Service Discount	\$5/line/mo. Wireless Service Discount
<p>New AT&T Business Fiber Service</p> <ul style="list-style-type: none"> AT&T Business Fiber 300M AT&T Business Fiber 500M AT&T Business Fiber 1G AT&T Business Fiber 2G AT&T Business Fiber 5G <p>New or Existing AT&T Internet Air for Business</p> <ul style="list-style-type: none"> AT&T Internet Air for Business Standard (AIABSTAND) AT&T Internet Air for Business Premium (AIABPRMUM) <p>New Business Wireless, new AMB Agreement</p> <ul style="list-style-type: none"> 1 CRU Voice line minimum 1 line on smartphone on a generally available business wireless UYW, Business Mobile Preferred or select custom ICB/Turnkey voice rate plan 	<p>Existing AT&T Business Fiber Service</p> <ul style="list-style-type: none"> AT&T Business Fiber 300 M AT&T Business Fiber 500 M AT&T Business Fiber 1G AT&T Business Fiber 2G AT&T Business Fiber 5G Existing customers on AT&T Business Fiber plans 25M, 50M, 100M not to bill under \$40 ABF symmetrical speeds (expired or legacy) <p>New Business Wireless, new AMB Agreement</p> <ul style="list-style-type: none"> 2 CRU Voice line minimum 2 lines on Unlimited Your Way-eligible AT&T Business Unlimited Standard, Advanced or Premium voice plans Activation of new smartphones for 2 lines on 36-month installment plan 	<p>Existing AT&T Business Fiber Service</p> <ul style="list-style-type: none"> AT&T Business Fiber 300 M AT&T Business Fiber 500 M AT&T Business Fiber 1G AT&T Business Fiber 2G AT&T Business Fiber 5G Existing customers on AT&T Business Fiber plans 25M, 50M, 100M not to bill under \$40 ABF symmetrical speeds (expired or legacy) <p>New Business Wireless, new ACDA Agreement</p> <ul style="list-style-type: none"> 11 CRU Voice line minimum 11 lines on AT&T Business Enhanced Pro, Advanced or Plus voice plans Activation of new smartphones for 11+ lines on 36-month installment plan
See Wireless Service Requirements Section for New & Existing Wireless eligible voice plans		

• **Eligible customers:**

✓ **Wireless**

- CRU only: Business Wireless Customers

✓ **Internet**

- Small Business; Mid-Markets; Enterprise

• **Channel availability:**

All Channels that currently service Business Internet and CRU: Including but not limited to Retail, Business Care, Business Sales, Solution Providers, Virtual Sales Experts, Wireline Business Sales, SMB Sales, Mid-Markets, Enterprise, Authorized Retail, etc. Exclusions: Consumer, APEX, FirstNet, ACC Business, eRate, GEM, SLED/FedGov and Resellers

• **Exclusions:**

- Consumer / Signature
- FirstNet (agency and subscriber paid)
- AT&T Partner Exchange (APEX)
- Reseller



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Wireless and Internet service matching requirements

- ✓ A corresponding/matching AT&T Business Wireless & AT&T Business Internet (ABF or AIA-B) account is required for this offer. Seller must make every effort to use same wireline & wireless SVID for matching
- ✓ Business Wireless & Business Fiber billing account names or billing or service account addresses are used
 - There are also several additional criteria/specific codes used to match Wireless and Internet services:
 - Unified, combined bill w/ Enabler (01U)
 - Partial Name + Address (Partial Name + Customer Location, 02C)
 - Persistent Key (non-sensitive proxy – designed to match unique id, i.e., EIN (Equifax), 03I)
 - Billing ALOC – requires partial name match (04AB)
 - Service ALOC – requires partial name match 05AS (05AS)
 - Email Address Match – exact match (06E)
 - Billing Contact Phone = Billing Contact Phone – requires partial name match (07BP)
 - Mobility Phone = Billing Contact Phone – requires partial name match (08MP)

INTERNET SERVICE REQUIREMENTS

- ✓ **AT&T Business Fiber (300M, 500M, 1G, 2G, 5G, legacy ABF symmetrical speeds not to bill under \$40/mo.) and/or AT&T Internet Air for Business, Standard or Premium service**
- ✓ A corresponding/matching CRU & AT&T Business Internet (ABF or AIA-B) account is required for this offer. Business Wireless and Business Fiber billing account names or billing or service account addresses used for account matching. Seller must use same wireline and wireless SVID accounts for services to match
 - There are also several additional criteria used to match Wireless and Internet services (see above Wireless and Internet service matching requirements)
 - AT&T Business Internet Service (ABF or AIA-B) must be ordered, installed, activated and in good standing to receive the discount on the account
 - If Business Internet Service (ABF or AIA-B) or eligible wireless service is cancelled (or service plans changed to non-eligible Internet or Wireless unlimited plan), customer is no longer eligible for the wireline or wireless discount
 - Unification of bills is not a requirement

Note: Additional back-end steps are taken to validate fallout/non-matching customers; the lowest level acceptable match is partial name / address or can-be-reached number to active BTN

✓ Compliance

- ABF/AIA-B & Business Wireless services must be active and in good standing before discount added
 - AT&T Business Fiber (ABF) must be ordered, installed and activated
 - AT&T Internet Air for Business Standard or Premium must be ordered, installed and activated
 - Eligible Business Wireless (minimum 1 CRU Voice) on a qualified Business wireless voice and data rate plan for ABF \$30/mo. discount (applied on wireline service)
 - Eligible Business Wireless (minimum 2 CRU Voice) on a qualified Business wireless voice and data rate plan for Business Wireless \$30/mo. CRU discount
 - Eligible Business Wireless (minimum 11 CRU Voice) on a qualified Business wireless voice and data rate plan for Business Wireless \$5/line/mo. CRU discount
 - ABF/AIA-B don't have contracts/can cancel any time
 - ABF/AIA-B equipment to be returned upon service(s) cancellation
 - **ABF new or existing customers not to bill below \$40/mo. after AIO-B/mo. discount**
 - **AIA-B not to bill below:** Standard-\$30/mo.; Premium-\$70; after autopay & paperless bill
- **If Wireless acct/eligible lines are canceled or Internet service is cancelled, ABF \$30/mo. discount, AIA-B \$30/mo. discount, AT&T Business Wireless \$30/mo. discount or AT&T Business Wireless \$5/line/mo. discount will be removed**



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WIRELESS SERVICE REQUIREMENTS (see end of this document for Wireless eligibility SOC codes)

WIRELESS PLANS:

Qualifying Business Wireless Criteria to get **\$30/mo. off AT&T Business Fiber or AT&T Internet Air for Business service** (National)

- Qualified wireless voice and data plans for smartphones (1 voice CRU required on 1 line):
 - For **new wireless customers** (new AMB Agreement) with **existing AT&T Internet Air for Business or new wireless customers adding new AT&T Business Fiber or AT&T Internet Air for Business** service:
 - Generally available:
 - Unlimited Your Way-eligible AT&T Business Unlimited Standard, Advanced & Premium; and
 - AT&T Business Mobile Preferred
 - Select custom ICB plans:
 - AT&T Key Enterprise Unlimited without Tethering & AT&T Key Enterprise Unlimited with Tethering
 - AT&T Key Enterprise Unlimited with Tethering B
 - AT&T Custom Key Enterprise Unlimited without Tethering, AT&T Custom Key Enterprise Unlimited with Tethering, AT&T Custom Key Enterprise Unlimited Plus & AT&T Custom Key Enterprise Unlimited with Tethering X
 - AT&T Special Custom Key Enterprise Unlimited B
 - AT&T Business Enhanced Pro, Advanced, Plus, Standard
 - AT&T Business Enhanced Pro Select, Advanced Select, Plus Select, Standard Select;
 - AT&T Mobile Select - Unlimited
 - For **existing wireless customers** (existing billing account) **adding new eligible AT&T Business Fiber or AT&T Internet Air for Business** service:
 - All the above rate plans, plus legacy Unlimited Your Way-eligible AT&T Business Unlimited Starter, Performance and Elite

Qualifying Business Wireless Criteria to get **\$30/mo. off AT&T Business Wireless service** (National)

- Qualified wireless voice and data plans for smartphones on EIP/AIP 36, 2-line minimum within 14 days of new AMB agreement/BAN activation
 - For **new wireless customers** (new AMB Agreement) **with existing AT&T Business Fiber** service:
 - Generally available:
 - Unlimited Your Way-eligible AT&T Business Unlimited Standard, Advanced and Premium
 - Device purchase requirements: Must purchase smartphone device on 36-month EIP/AIP

Qualifying Business Wireless Criteria to get **\$5/line/mo. off AT&T Business Wireless service** (Private)

- Qualified wireless voice and data plans for smartphones on EIP/AIP 36: 11-line minimum within 90-days of new ACDA agreement/BAN activation
 - For **new wireless customers** (new ACDA Agreement) **with existing eligible ABF** service:
 - Select custom ICB/Turnkey plans:
 - AT&T Business Enhanced Pro, Advanced or Plus
 - Device purchase requirements: Must purchase smartphone device on 36-month EIP/AIP
- **Stackability:**
 - **Stackable with:**
 - **AT&T Business Wireless**
 - Wireless national device offers (i.e., trade-ins, tiered offers)
 - Auto Bill Pay and Paperless Billing; discounts applied after Auto Bill Pay and Paperless Billing
 - Wireless Bill Credits, Smartphone activation, smartphone port-in credits
 - Wireless MRC discounts
 - Wireless standalone retention offers
 - Smartphone activation, smartphone port-in credits



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Stackability (continued)

- **AT&T Business Fiber**
 - Channel specific or National Reward Cards (\$200/\$500 Reward Cards)
 - Exclusive Reward Card offers
 - Safe and Secure Plus bundle
- **AT&T Internet Air for Business**
 - AIA-B Devices Offers
 - National Device Offers
- **NOT stackable with:**
 - **Wireless**
 - Any previous Wireless/Internet Cross-Sell offers
 - Any Business Wireless BANs on ineligible rate plans
 - ICB Custom AMB Agreement
 - Consumer Wireless plans
 - Any Business BYOD offers (applies to “Existing Fiber adding New Wireless” customers only”)
 - Employee Offers (EMO)
 - **Wireline/Broadband**
 - Any ongoing bill credit offers
 - Any ABF, AIA-B or AWB promotional offers
 - Consumer: Fiber Internet, Copper Internet, Internet Air
 - HSIA-E, Network Agg
 - Business Copper Internet, Asymmetrical speeds
 - AWB All in One for Business offer/AWB Offers in Select Markets

Offer Provisioning

AT&T Business Fiber and AT&T Business Wireless discount application

- Business ABF service discount will be added to the customer’s ABF account once ABF and Wireless BANs have been activated and validated
- OR
- Business Wireless service discount will be added to the customer’s business wireless account once ABF and Wireless BANs have been activated and validated
- **NO** action needed by the seller to apply the discount; the ABF service discount or the Business Wireless service discount will be applied via a backend process
- Discount is not retroactive; it will be applied in up to 3 billing cycles upon both Business Internet and Wireless BANS being activated and validated
- Discount appears on business fiber or business wireless bill as a charge-level discount-up to 3 billing cycles after all requirements met and services activated
 - ABF discount credit of \$30/mo. for all speeds will display as, “All In One Internet + Wireless”
 - Business Wireless credit of \$30/mo. will be split into 2, \$15/mo. credits and applied to 2 eligible smartphone lines on account. It will display as, “All In One for Business Wireless Discount”
 - Customer has 14-day window to order minimum 2 qualifying voice lines
 - Business Wireless credit of \$5/line/mo. will be applied to all eligible smartphone lines on account. It will display as, “New wireless with existing Fiber All In One”
 - Customer has 90-day window to order minimum 11 qualifying voice lines

AT&T Internet Air for Business Standard or Premium discount application

- Discount will be added at POS in OPUS and will be visible in cart in the summary at the end of the flow
- Customer should be advised that it may take up to 3 billing cycles to be applied
- Discount will appear as, “All In One (AIA-B + Wireless)”



Escalation Paths

- **General:** AT&T representatives are responsible for listening to & working to understand the customer's situation then guiding customer to the best resource(s) for assistance
- Representative misrepresentation of the offer must be handled at the representative/manager level and is not a reason for escalation.
- Escalations for missing credits not accepted until after third bills have been cut.
- If credit had been applied but is now removed, review notes on an impacted Customer Telephone Number (CTN) to determine why promotion credit was removed

Handling Missing Discount Inquiries

Step 1: Play it where it lands: Research the customer's purchase history and account status to determine eligibility for receiving credits

- ✓ The customer has received at least 3 billing statements before an inquiry is submitted
- ✓ The customer is an AT&T Business Fiber and/or AT&T Internet Air for Business and an AT&T Business Wireless customer on an eligible Business unlimited Voice rate plan
- ✓ All services are active and in good standing

Step 2: Update and/or educate customer

- ✓ If the customer is not eligible, explain why
- ✓ If the customer appears to be eligible, submit an escalation review

Step 3: Submit escalation using the appropriate channel-specific process

Channel-specific process - Handling of Business Wireless, AIA-B and ABF discount escalations

• **AT&T Retail and Authorized Retail**

- ✓ **Don't call Consumer Retail Support (CRS)**, they cannot support these escalations
- ✓ Engage an Area Manager or above to submit credit escalations for eligible customers
 - See the "One Time Credit Offers" section in [Promotion Escalations - ARSM and Above](#) (link is only viewable to NR - External/Field Support & Retail)
 - These requests are subject to review/approval by national marketing
 - Educate customer that escalation requests take 7-14 business days to be reviewed & processed
 - After escalation processed, customer will see retroactive credit for discounts missed on next bill

• **All Other Channels:**

Scenarios where all sales associates and customer service should engage the Business Promotions Support team (via urgent case in Clarify)

- All parameters have been met and 3 bill cycles have completed
- ✓ Engage Business Promotions Support team by submitting an Urgent Case
 - For instructions on creating an urgent case, see [Clarify Create an Urgent Case](#)
 - Include the ported-in CTN(s), BAN number and date of purchase for Internet and Wireless services when submitting a case
- ✓ The Business Promotions Support team will validate active mobility CRU account and Internet account qualifications
- ✓ Once eligibility is validated, the Business Promotions Support team requests to have the appropriate credit added, which will be applied within 3 bill cycles
 - Business Wireless escalation: Business Promotions Support Team will validate, correct and apply All In One for Business discount
 - AIA-B escalation: Business Promotions Support Team will validate, correct and apply and All In One for Business discount
 - ABF escalation: Business Promotions Support Team will validate, correct & apply AIO-B discount



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Eligible Wireless SOC's

Eligibility for \$30/mo. ABF or AIA-B Wireline Service Discount

- New ABF & New & Existing AIA-B adding New Wireless
- Existing Wireless adding New ABF & AIA-B

AT&T BUSINESS UYW STARTER	START0001
Smartphones	
Business Unlimited Starter – 1 Line	LLFUS100B
Business Unlimited Starter – 2 Lines	LLFUNS95B
Business Unlimited Starter – 3 Lines	LLFUNS80B
Business Unlimited Starter – 4 Lines	LLFUNS70B
Business Unlimited Starter – 5+ Lines	LLFUNS65B
AT&T BUSINESS UYW PERFORMANCE	PERF00001
Smartphones	
Business Unlimited Performance - 1 Line	LLFUP110B
Business Unlimited Performance - 2 Lines	LLFUP100B
Business Unlimited Performance - 3 Lines	LLFUNP85B
Business Unlimited Performance - 4 Lines	LLFUNP75B
Business Unlimited Performance – 5+ Lines	LLFUNP70B
AT&T BUSINESS UYW ELITE	ELITE0001
Smartphones	
Business Unlimited Elite - 1 Line	LLFUE120B
Business Unlimited Elite - 2 Lines	LLFUE110B
Business Unlimited Elite – 3 Lines	LLFUNE95B
Business Unlimited Elite – 4 Lines	LLFUNE85B
Business Unlimited Elite – 5 Lines	LLFUNE80B
Business Unlimited Elite – 6+ Lines	LLFUNE75B

Unlimited Your Way for Business 2.0	
Standard	
Phones	
AT&T Business Unlimited Standard - 1 Line	LLFS95B
AT&T Business Unlimited Standard - 2 Lines	LLFS90B
AT&T Business Unlimited Standard - 3 Lines	LLFS75B
AT&T Business Unlimited Standard – 4 Lines	LLFS70B
AT&T Business Unlimited Standard – 5+ Lines	LLFS65B
Advanced	
Phones	
AT&T Business Unlimited Advanced - 1 Line	LLFA105B
AT&T Business Unlimited Advanced - 2 Lines	LLFA95B
AT&T Business Unlimited Advanced - 3 Lines	LLFA80B
AT&T Business Unlimited Advanced - 4 Lines	LLFA75B
AT&T Business Unlimited Advanced - 5+ Lines	LLFA70B
Premium	
Phones	
AT&T Business Unlimited Premium - 1 Line	LLFP115B
AT&T Business Unlimited Premium - 2 Lines	LLFP105B
AT&T Business Unlimited Premium - 3 Lines	LLFP90B
AT&T Business Unlimited Premium - 4 Lines	LLFP85B
AT&T Business Unlimited Premium - 5 Lines	LLFP80B
AT&T Business Unlimited Premium - 6+ Lines	LLFP75B

AT&T Business Mobile Preferred	
Bus Mobile Preferred for 4G LTE Smrtphn w/VVM	BUDSLV
Business Mobile Preferred for 4G LTE Smrtphn	BUDSL
Bus Mobile Preferred for 4G LTE iPhone w/VVM	BUDILV
Business Mobile Preferred for 4G LTE iPhone	BUDIL
Bus Mobile Preferred for 5G/5G+ Smrtphn w/VVM	BUDS5V
Business Mobile Preferred for 5G/5G+ Smrtphn	BUDS5
Bus Mobile Preferred for 5G/5G+ iPhone w/VVM	BUDI5V
Business Mobile Preferred for 5G/5G+ iPhone	BUDI5



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Eligible Wireless SOCs (continued)

Eligibility for \$30/mo. ABF or AIA-B Wireline Service Discount

- New ABF & New & Existing AIA-B adding New Wireless
- Existing Wireless adding New ABF & AIA-B

AT&T Business Enhanced			
EB2SNVM5I	Business Enhanced Plus for iPhone 5G	BESSVM4A	Bus Enhanc Standrd Select for Smrtphn LTE VVM
BE2SNVM5A	Business Enhanced Plus Select for Smartphn 5G	BESSVM4I	Bus Enhanc Standard Select for iPhone LTE VVM
BE2SVM4I	Bus Enhanced Plus Select for iPhone LTE VVM	BESSVM5A	Bus Enhanc Stndrd Slct for Smrtphn 5G/5G+ VVM
BE2SVM5I	Bus Enhanced Plus Select for iPhone 5G VVM	BESSVM5I	Bus Enhanc Stndrd Selct for iPhone 5G/5G+ VVM
EB2SVM5A	Business Enhanced Plus for Smartphone 5G VVM	BEASVM5I	Bus Enhnc Advncd Select for iPhone 5G/5G+ VVM
EBPSNM5I	Business Enhanced Pro for iPhone 5G/5G+	BEPSNM4I	Business Enhanced Pro Select for iPhone LTE
BEPSNM4A	Business Enhanced Pro Select for Smartphn LTE	BEPSNM5I	Businss Enhanced Pro Select for iPhone 5G/5G+
BEASVM4I	Bus Enhancd Advancd Select for iPhone LTE VVM	BEPSVM4A	Bus Enhanced Pro Select for Smartphn LTE VVM
EBPSNM4I	Business Enhanced Pro for iPhone LTE	EBASNM5I	Business Enhanced Advanced for iPhone 5G/5G+
EBPSVM5I	Business Enhanced Pro for iPhone 5G/5G+ VVM	EBASVM4I	Business Enhanced Advanced for iPhone LTE VVM
EBASNM4A	Business Enhanced Advanced for Smartphone LTE	EB2SNVM4A	Business Enhanced Plus for Smartphone 4G LTE
EBSSNM4I	Bus Enh Std No Tether for LTE iPhone	EB2SNVM4I	Business Enhanced Plus for iPhone 4G LTE
EBSSNM5I	Bus Enh Std No Tether for 5G/5G+ iPhone	EB2SNVM5A	Business Enhanced Plus for Smartphone 5G
BEASNM4A	Bus Enhanced Advanced Select for Smartphn LTE	EB2SVM4A	Business Enhanced Plus for Smrtphn 4G LTE VVM
EBSSVM5A	Bus Enh Std No Tether for 5G/5G+ Smrtphn VVM	EB2SVM4I	Business Enhanced Plus for iPhone 4G LTE VVM
EBASVM5I	Bus Enhanced Advanced for iPhone 5G/5G+ VVM	EB2SVM5I	Business Enhanced Plus for iPhone 5G VVM
BEPSVM4I	Bus Enhanced Pro Select for iPhone LTE VVM	EBASNM4I	Business Enhanced Advanced for iPhone LTE
EBASVM4A	Business Enhanced Advanced for Smtphn LTE VVM	EBASNM5A	Business Enhanced Advanced for Smrtphn 5G/5G+
EBASVM5A	Bus Enhanced Advanced for Smartphn 5G/5G+ VVM	EBPSNM4A	Business Enhanced Pro for Smartphone LTE
BESSNM4I	Bus Enhanced Standard Select for iPhone LTE	EBSSNM5A	Bus Enh Std No Tether for 5G/5G+ Smrtphn
BEASVM5A	Bus Enhnc Advncd Selct for Smrtphn 5G/5G+ VVM	EBSSVM4A	Bus Enh Std No Tether for LTE Smrtphn VVM
BE2SNVM5I	Business Enhanced Plus Select for iPhone 5G	EBPSNM5A	Business Enhanced Pro for Smartphone 5G/5G+
BE2SNVM4A	Bus Enhanced Plus Select for Smartphn 4G LTE	EBPSVM4A	Business Enhanced Pro for Smartphone LTE VVM
BE2SNVM4I	Bus Enhanced Plus Select for iPhone 4G LTE	EBPSVM4I	Business Enhanced Pro for iPhone LTE VVM
BEASNM4I	Business Enhncd Advncd Select for iPhone LTE	EBPSVM5A	Business Enhanced Pro for Smartphn 5G/5G+ VVM
BEASNM5A	Bus Enhancd Advancd Select for Smrtphn 5G/5G+	EBSSNM4A	Bus Enh Std No Tether for LTE Smrtphn
BEASNM5I	Bus Enhancd Advancd Select for iPhone 5G/5G+	EBSSVM4I	Bus Enh Std No Tether for LTE iPhone VVM
BEASVM4A	Bus Enhanc Advanc Select for Smrtphn LTE VVM	EBSSVM5I	Bus Enh Std No Tether for 5G/5G+ iPhone VVM
BE2SVM4A	Bus Enhanced Plus Select for Smartphn LTE VVM	BEASB4A	Bus Enhanc Advanc Select B for Smrtphn 4G LTE
BE2SVM5A	Bus Enhanced Plus Select for Smrtphn 5G VVM	BEASB4I	Bus Enhanc Advanc Select B for iPhone 4G LTE
BEPSVM5A	Bus Enhancd Pro Select for Smrtphn 5G/5G+ VVM	BEASBVM4A	Bus Enhanc Advan Select B for Smrtphn LTE VVM
BEPSVM5I	Bus Enhanced Pro Select for iPhone 5G/5G+ VVM	BEASBVM4I	Bus Enhanc Advanc Select B for iPhone LTE VVM
BESSNM4A	Bus Enhanced Standard Select for Smartphn LTE	BEASB5A	Bus Enhanced Advanced Select B for Smrtphn 5G
BESSNM5A	Bus Enhanced Stndrd Select for Smrtphn 5G/5G+	BEASB5I	Bus Enhanced Advanced Select B for iPhone 5G
BESSNM5I	Bus Enhanced Standrd Select for iPhone 5G/5G+	BEASBVM5A	Bus Enhanc Advanc Select B for Smrtphn 5G VVM
		BEASBVM5I	Bus Enhanc Advanc Select B for iPhone 5G VVM



ALL IN ONE FOR BUSINESS w/ ABF & AIA-B PROMO BRIEF

8/12/24 – (Subject to Change)

AllInOneforBusiness_ADIASEoD_Enhanced_PromoBrief-8-12-24

Eligible Wireless SOCs (continued)

Eligibility for \$30/mo. ABF or AIA-B Wireline Service Discount

- New ABF & New & Existing AIA-B adding New Wireless
- Existing Wireless adding New ABF & AIA-B

AT&T Key Enterprise Unlimited			
ECUBN4NA	Key Custom Unl SmPh LTE, No tether, no VVM	ECPBT5NI	Cust Key Entrp Unltd Plus for 5G/5G+ iPHN
E0UBT5VI	Key Ent Unl w/Tether B for 5G/5G+ iPhone VVM	ECPBT5VA	Cust Key Ent Unl Plus for 5G/5G+ Smrtphn VVM
ECUBN4VA	Key Custom Unl SmPh LTE, No tether, VVM	ECPBT5VI	Cust Key Ent Unl Plus for 5G/5G+ iPHN VVM
ECUBN4NI	Key Custom Unl iPHN LTE, No tether, no VVM	ECUBN5VA	CusKeyEntUnl w/out Teth - 5G/5G+ Smrtphn VVM
ECUBT4VA	Key Custom Unl SmPh LTE, w/tether, VVM	ECUBT4NA	Key Custom Unl SmPh LTE, w/tether, no VVM
ESUBT4NI	Key Unl iPHN LTE, w/tether, no VVM	ECUBT4NI	Key Custom Unl iPHN LTE, w/tether, no VVM
ESPBT5VI	Key Entrprs Unltd Plus for 5G/5G+ iPHN VVM	ECUBT4VI	Key Custom Unl iPHN LTE, w/tether, VVM
ESUBN5VA	Key Ent Unl w/out Teth for 5G/5G+ Smrtphn VVM	ECUBT5NA	Cust Key Ent Unl w/Tether for 5G/5G+ Smrtphn
ECUBN5NA	Cus Key Ent Unl w/out Tether - 5G/5G+ Smrtphn	ECUBT5NI	Cus Key Ent Unl w/Tether for 5G/5G+ iPHN
SEUPLTEIP	Special Enterprise Unl Plus for iPhone w/VVM	ESPBT5NI	Key Enterprise Unltd Plus for 5G/5G+ iPHN
ESUBN4VA	Key Unl SmPh LTE, No tether, VVM	ESPBT5VA	Key Entrprs Unltd Plus for 5G/5G+ Smrtphn VVM
ESUBN4VI	Key Unl iPHN LTE, No tether, VVM	ECUDT5NI	Cus Key Ent Unl w/Teth - 5G/5G+ Data iPHN
ESUDT4NI	Key Unl iPHN LTE, data only, w/tether	ECUBN4VI	Key Custom Unl iPHN LTE, No tether, VVM
E0UBT4VA	Key Entrps Unl w/Tether B for LTE Smrtphn VVM	ECUBN5NI	Cus Key Ent Unl w/o Tether for 5G/5G+ iPHN
ECUBN5VI	Cus Key Ent Unl w/o Teth - 5G/5G+ iPHN VVM	ESUBN5NA	Key Entrp Unl w/out Tether for 5G/5G+ Smrtphn
ECUBT5VI	CustKeyEntUnl w/Tether for 5G/5G+ iPHN VVM	ESUBN5NI	Key Ent Unl w/out Tether for 5G/5G+ iPHN
ECPDT5NI	Cust Key Ent Unl Plus for 5G/5G+ Data iPHN	ESPBT4NI	Key Enterprise Unlimited Plus for LTE iPhone
ECUBT5VA	CustKeyEntUnl w/Tether for 5G/5G+ Smrtphn VVM	ESPBT4VA	Key Enterprise Unltd Plus for LTE Smrtphn VVM
SCKEUI5IP	Spec Cust Key Entrps Unl B for 5G/5G+ iPhone	ESPDT5NI	Key Entrprs Unltd Plus for 5G/5G+ Data iPHN
SCKEUI4IP	Spec Custom Key Entrps Unltd B for LTE iPhone	ESUBN4NA	Key Unl SmPh LTE, No tether, no VVM
CKEUB4IP	Cust Key Entrps Unl w/Tether B for LTE iPhone	ESUBT5NI	Key Ent Unltd w/Tether for 5G/5G+ iPHN
ESPBT4NA	Key Enterprise Unltd Plus for LTE Smartphone	ESUBT5VA	Key Entrp Unl w/Tether for 5G/5G+ Smrtphn VVM
ESPBT4VI	Key Enterprise Unltd Plus for LTE iPhone VVM	SCKEUI5SP	Spec Cust Key Entrps Unl B for 5G/5G+ Smrtphn
ESPBT5NA	Key Enterprise Unltd Plus for 5G/5G+ Smrtphn	ESUDN5NI	Key Ent Unl w/o Tether for 5/5G+ Data iPHN
ESUBT5VI	Key Ent Unl w/Tether for 5G/5G+ iPHN VVM	ESUDT5NI	Key Ent Unl w/Teth - 5G/5G+ Data iPHN
KEUBN5VA	Key Ent Unl w/out Teth for 5G/5G+ Smrtphn VVM	KCUBN5NA	Cus Key Ent Unl w/out Tether - 5G/5G+ Smrtphn
KCUBN5VA	CusKeyEntUnl w/out Teth - 5G/5G+ Smrtphn VVM	KEUBN5NA	Key Entrp Unl w/out Tether for 5G/5G+ Smrtphn
CKEUB5SP	Cust Key Ent Unl w/Tethr B for 5G/5G+ Smrtphn	SCKEUI4SP	Spec Cust Key Entrps Unltd B for LTE Smrtphn
ESUBN4NI	Key Unl iPHN LTE, No tether, no VVM	ESUBN5VI	Key Ent Unl w/o Teth - 5G/5G+ iPHN VVM
E0UBT4NI	Key Enterprise Unl w/Tether B for LTE iPhone	ESUBT4NA	Key Unl SmPh LTE, w/tether, no VVM
E0UBT4VI	Key Entrps Unl w/Tether B for LTE iPhone VVM	ESUBT4VA	Key Unl SmPh LTE, w/tether, VVM
CKEUB4SP	Cust Key Entrp Unl w/Tether B for LTE Smrtphn	ESUBT4VI	Key Unl iPHN LTE, w/tether, VVM
CKEUB5IP	Cust Key Ent Unl w/Tether B for 5G/5G+ iPhone	ESUBT5NA	Key Entrprs Unl w/Tether for 5G/5G+ Smrtphn
E0UBT4NA	Key Enterprise Unl w/Tether B for LTE Smrtphn	ECUBX4NA	Cust Key Entrp Unl w/Tether X for Smrtphn LTE
E0UBT5NA	Key Entrps Unl w/Tether B for 5G/5G+ Smrtphn	ECUBX4NI	Cust Key Entrp Unl w/Tether X for iPhone LTE
E0UBT5NI	Key Entrprs Unl w/Tether B for 5G/5G+ iPhone	ECUBX4VA	CustKeyEntUnl w/Tether X for Smrtphn LTE VVM
E0UBT5VA	Key Ent Unl w/Tether B for 5G/5G+ Smrtphn VVM	ECUBX4VI	CustKeyEntrpUnl w/Tether X for LTE iPhone VVM
ECPBT4NI	Custom Key Entrprs Unltd Plus for LTE iPhone	ECUBX5NA	Cust Key Enterp Unl w/Tether X for Smrtphn 5G
ECPBT4VA	Cust Key Entrp Unltd Plus for LTE Smrtphn VVM	ECUBX5NI	Cust Key Enterp Unl w/Tether X for iPhone 5G
ECPBT4NA	Custom Key Entrprs Unltd Plus for LTE Smrtphn	ECUBX5VA	Cust Key Ent Unl w/Tether X for Smtphn 5G VVM
ECPBT4VI	Cust Key Entrp Unltd Plus for LTE iPhone VVM	ECUBX5VI	Cust Key Ent Unl w/Tether X for iPhone 5G VVM
ECPBT5NA	Cust Key Entrp Unltd Plus for 5G/5G+ Smrtphn		



Eligible Wireless SOCs (continued)

Eligibility for \$30/mo. **ABF or AIA-B Wireline Service Discount**

- New ABF & New & Existing AIA-B adding New Wireless
- Existing Wireless adding New ABF and/or AIA-B

AT&T Mobile Select	
MBSLUNLHN	Mobile Select Unlimited for Smartphone 4G LTE
MBSLUNLIP	Mobile Select Unlimited iPhone on 4G LTE VVM
MBSLUNLWT	Mobile Select Unlimited Smartphone 4G LTE VVM
MBSLUNLZO	Mobile Select Unlimited for iPhone on 4G LTE
MBSUNLBI	Mob Sel Unlimited w/o Tether LTE iPhone w/VVM
MBSUNLPO	Mob Sel Unlim w/o Tether LTE smtphn w/ VVM
MBSUNLYE	Mobile Select Unlimited w/o Tether LTE iPhone
MBSUNLYN	Mobile Sel Unlimited w/o Tether LTE smtphn
MSULLTEIP	Mobile Select Unlimited Data for LTE iPhone
MSULLTESP	Mobile Select Unlimited Data for LTE SP
MSULLTSPV	Mobile Select Unlimited Data for LTE SP w/VVM
MSULTEIPV	Mobile Select Unlimited Data for LTE iP w/VVM
MSUNLIP4C	Mobile Slct Unlimited for iPhone on 4G LTE
MSUNLIP4V	Mobile Slct Unlimited iPhone on 4G LTE VVM
MSUNLIP5V	Mob Slct Spec Unlim 5G+/5G iPhone w/VVM
MSUNLIPV	Mobile Select Unlimited for 5G+/5G iPhone
MSUNLSP4C	Mobile Slct Unlimited for Smartphone 4G LTE
MSUNLSPH	Mobile Select Unlimited for 5G+/5G Smrtphn
MSUNLVMI	Mobile Select Unlimited w/VVM - 5G+/5G iPhone
MSUNLVMS	MobSelect Unlimited w/VVM for 5G+/5G Smrtphn
MSUNSP5GV	MobSel Special Unlim w/VVM for 5G+/5G Smrtphn



Eligible Wireless SOCs (continued)

Eligibility for **\$30/mo. Wireless Service Discount**

- Existing ABF adding New Wireless (New AMB Agreement)
- 2-line minimum; 2 lines on smartphone w/ 36-mo. EIP/AIP
- Unlimited Your Way-Business Unlimited Standard, Advanced and Premium only

Unlimited Your Way for Business 2.0	
Requires 2 wireless voice lines	
Smartphone device on 36-month EIP/IP	
Standard	
Phones	
AT&T Business Unlimited Standard - 1 Line	LLFS95B
AT&T Business Unlimited Standard - 2 Lines	LLFS90B
AT&T Business Unlimited Standard - 3 Lines	LLFS75B
AT&T Business Unlimited Standard – 4 Lines	LLFS70B
AT&T Business Unlimited Standard – 5+ Lines	LLFS65B
Advanced	
Phones	
AT&T Business Unlimited Advanced - 1 Line	LLFA105B
AT&T Business Unlimited Advanced - 2 Lines	LLFA95B
AT&T Business Unlimited Advanced - 3 Lines	LLFA80B
AT&T Business Unlimited Advanced - 4 Lines	LLFA75B
AT&T Business Unlimited Advanced - 5+ Lines	LLFA70B
Premium	
Phones	
AT&T Business Unlimited Premium - 1 Line	LLFP115B
AT&T Business Unlimited Premium - 2 Lines	LLFP105B
AT&T Business Unlimited Premium - 3 Lines	LLFP90B
AT&T Business Unlimited Premium - 4 Lines	LLFP85B
AT&T Business Unlimited Premium - 5 Lines	LLFP80B
AT&T Business Unlimited Premium - 6+ Lines	LLFP75B



ALL IN ONE FOR BUSINESS w/ ABF & AIA-B PROMO BRIEF

8/12/24 – (Subject to Change)

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Eligible Wireless SOCs (continued)

Eligibility for **\$5/line/mo. Wireless Service Discount**

- Existing ABF adding New Wireless (New ACDA Agreement)
- 11-line minimum; 11 lines on smartphone w/ 36-mo. EIP/AIP
- Select custom ICB plans only: Business Enhanced Advanced, Plus and Pro

Business Enhanced			
Requires minimum 11 wireless voice lines			
Smartphone devices on 36-month EIP/IP			
SOC	Description	SOC	Description
EBASNVM4A	Business Enhanced Advanced for Smartphone LTE	EB2SVM4A	Business Enhanced Plus for Smrtphn 4G LTE VVM
EBASNVM4I	Business Enhanced Advanced for iPhone LTE	EB2SVM4I	Business Enhanced Plus for iPhone 4G LTE VVM
EBASNVM5A	Business Enhanced Advanced for Smrtphn 5G/5G+	EB2SVM5A	Business Enhanced Plus for Smartphone 5G VVM
EBASNVM5I	Business Enhanced Advanced for iPhone 5G/5G+	EB2SVM5I	Business Enhanced Plus for iPhone 5G VVM
EBASVM4A	Business Enhanced Advanced for Smtphn LTE VVM	EBPSNVM4A	Business Enhanced Pro for Smartphone LTE
EBASVM4I	Business Enhanced Advanced for iPhone LTE VVM	EBPSNVM4I	Business Enhanced Pro for iPhone LTE
EBASVM5A	Bus Enhanced Advanced for Smartphn 5G/5G+ VVM	EBPSNVM5A	Business Enhanced Pro for Smartphone 5G/5G+
EBASVM5I	Bus Enhanced Advanced for iPhone 5G/5G+ VVM	EBPSNVM5I	Business Enhanced Pro for iPhone 5G/5G+
EB2SNVM4A	Business Enhanced Plus for Smartphone 4G LTE	EBPSVM4A	Business Enhanced Pro for Smartphone LTE VVM
EB2SNVM4I	Business Enhanced Plus for iPhone 4G LTE	EBPSVM4I	Business Enhanced Pro for iPhone LTE VVM
EB2SNVM5A	Business Enhanced Plus for Smartphone 5G	EBPSVM5A	Business Enhanced Pro for Smartphn 5G/5G+ VVM
EB2SNVM5I	Business Enhanced Plus for iPhone 5G	EBPSVM5I	Business Enhanced Pro for iPhone 5G/5G+ VVM