

F R O S T & S U L L I V A N

2024

MARKET
LEADER

IN THE US NEXT
GENERATION 911
INDUSTRY

F R O S T & S U L L I V A N

BEST

2024 PRACTICES

AWARD



AT&T

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company, AT&T excels in many of the criteria in the NG911 space.

AWARD CRITERIA	
Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

Criterion 1: Growth Strategy Excellence

In July 2024, the Federal Communications Commission (FCC) introduced the first nationwide NG911 transition rules that define responsibilities and set specific deadlines for originating service providers

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Vice President, Frost & Sullivan

(OSPs) to implement NG911 capabilities and accelerate the delivery of 911 calls in accordance with NG911 commonly accepted standards. NG911 represents an industry transformation that proactively enhances public safety by acknowledging and catering to citizens’ rapidly evolving demands, products, lifestyles, and technologies. In contrast to the legacy voice-centric E911 network, NG911 supports a more diverse set of IP-based communications that will enhance the speed, accuracy, and preparation of first responders. More specifically, N911 enables an array of innovative features and functionality that will significantly

expand public safety capabilities and allow citizens to efficiently relay text, data, video, and IP-based voice

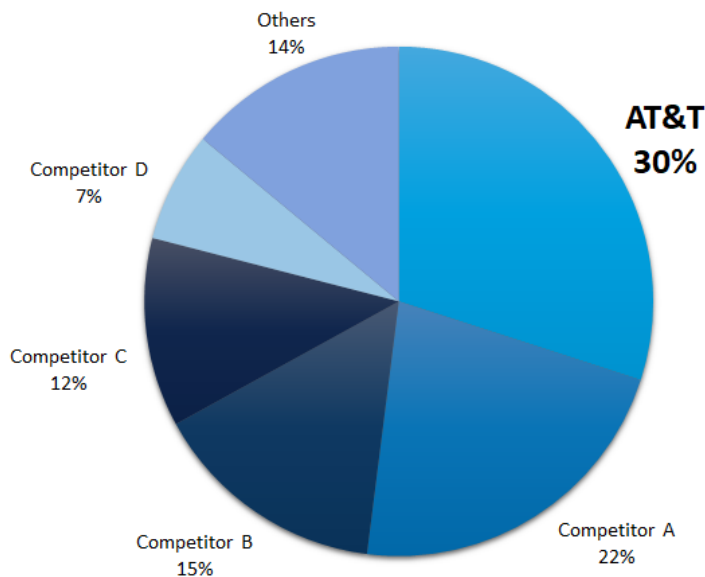
calls via 911 in emergency situations.

A commitment to comply with and embrace NENA i3 standards and public safety-grade security requirements is an inherent condition of NG911. With NG911, public safety organizations will benefit from enhanced network capacity and performance from the replacement of circuit-switched networks to IP networks. Moreover, NG911 interconnects emergency call centers (ECCs) and other agencies in a standards-based way, enabling shared resources, costs, information, and other applications.

NG911 deployments are typically the product of a comprehensive state NG911 strategy that involves significant pre-planning, coordination, and investment. Frost & Sullivan estimates that NG911 market penetration, based on the percentage of the US population covered by closed Emergency Services IP Network (ESInet) and Next Gen Core Services (NGCS) contracts, to grow from approximately 80.5% at YE 2023 to approximately 97.4% by YE 2028. An ESInet is the managed IP network that supports advanced public safety communications. NGCS are the technologies and services that intelligently obtain, manage, control, store, validate, and route IP-based data and processes in the NG911 services-oriented architecture. The primary NG911 service provider is the entity holding the ESInet/NGCS contract and is responsible for routing all IP-based data and processes in the NG911 service-oriented architecture.

In this environment, Frost & Sullivan’s research indicates AT&T was the leading NG911 contract holder in the United States at year-end (YE) 2023 with a market share of approximately 30%. AT&T’s direct NG911 contracts covered a population of over 80 million.

Exhibit 1.0 NG911 Market: Primary Contract Holders Market Share, US, 2023



Source: Frost & Sullivan

Note: All market share figures are rounded.

Criterion 1: Product Quality/Product Differentiation/Technology Leverage

AT&T's comprehensive and transformational approach to public safety enhances situational awareness, expands incident intelligence, and dramatically improves outcomes during critical events. In particular,

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the convergence of FirstNet® with AT&T's Emergency Services IP Network (AT&T ESInet™) enables an ecosystem where citizens and/or connected assets can send IP-based communications to emergency call centers (ECCs) that can, in turn, efficiently consolidate and forward this information to the appropriate first responders, dramatically improving emergency response efforts.

The AT&T ESInet™ service model has been in production since 2018, and successfully addresses evolving customer needs, providing a nationally distributed, geographically diverse and redundant service architecture designed to enhance the customer service experience. AT&T has a nation-wide network of data centers co-located with existing 911 databases across the U.S., which provide pre-

deployed call processing (with capacity to support twice the current volumes). As a pre-built, 6 core national solution, the architecture is unique from competitive offerings and allows ECCs to handle unexpected call volumes by automatically redistributing these calls to neighboring ECCs.

Customer Purchase/Ownership Experience

In general, 911 state administrators are not risk takers and often do not have the resources, expertise, or patience to manage the complexities of NG911 in-house. Vendor stability, proven deployments, interoperability, hardened security, and compliance with industry standards are all key criteria in the NG911 selection process. AT&T's managed, as-a-service model for NG911 addresses these concerns and reduces the complexity of deployments for customers. Moreover, the AT&T ESInet™ is backed by standard service level agreements (SLAs) for availability, call delivery, call quality, and provisioning. This approach provides customers with a consistent and reliable experience for predictable provisioning and implementation.

AT&T's carrier pedigree and solutions architecture, coupled with the ability to demonstrate and showcase proven NG911 deployments, have emerged as key differentiators in a highly competitive environment. As a network operator, AT&T has an inherent advantage over many competitors with respect to connectivity pricing, regulatory experience, and security operations. AT&T's 'carrier pedigree' enables opportunities to bid for NG9-1-1 contracts at attractive price points and upsell critical auxiliary public safety services such as FirstNet, call handling equipment (CHE), and/or computer-aided dispatch (CAD). With approximately 2,000 AT&T contracted ECCs with over 80% actively deployed or handling live NG911 production, AT&T has been particularly successful in their execution of existing contracts. Moreover, AT&T has demonstrated clear leadership in securing interoperability agreements, with signed interconnection agreements with 100% of tier 1 carriers.

Successful deployments, coupled with momentum in capturing new contracts, is a testament to AT&T's customer purchase experience. Frost & Sullivan estimates AT&T captured more than 3.1 million net adds over the course of 2023 in counties in Texas, Florida, Georgia, Oklahoma, Louisiana, Montana and Missouri. Moreover, in May 2023, AT&T was one of two providers co-awarded a statewide ESInet/NGCS in Indiana. The award is a 5-year contract with two 1-year annual renewal options. Under the terms of the award, AT&T will service 45 counties with an estimated 4.1 million population coverage.

In addition to these awards, AT&T has secured primary NG911 state-wide contracts in Arkansas, Connecticut, Kansas, Illinois, Maryland, North Carolina, Tennessee, Virginia, and Wisconsin. Moreover, AT&T has direct contracts in the District of Columbia, Atlanta, and New Orleans. AT&T customer testimonials indicate a positive experience with the deployment process and consistently feel they have selected a solution that addresses their unique NG911 needs and requirements.

Conclusion

Frost & Sullivan analysis indicates AT&T has continued to sustain a strong market leadership position in NG911 by leveraging a legacy of proven performance and experience in the public safety sector, coupled with a NG911 solution architecture that uniquely embraces innovation to promote interoperability and a roadmap to FirstNet integration. With its strong overall performance AT&T, once again, earns Frost & Sullivan's Market Leadership Award in the US NG911 market.

What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and of high quality

