

# AT&T Industry Analyst Portal

**Wireframes**

Version 1.5

**Authors:**

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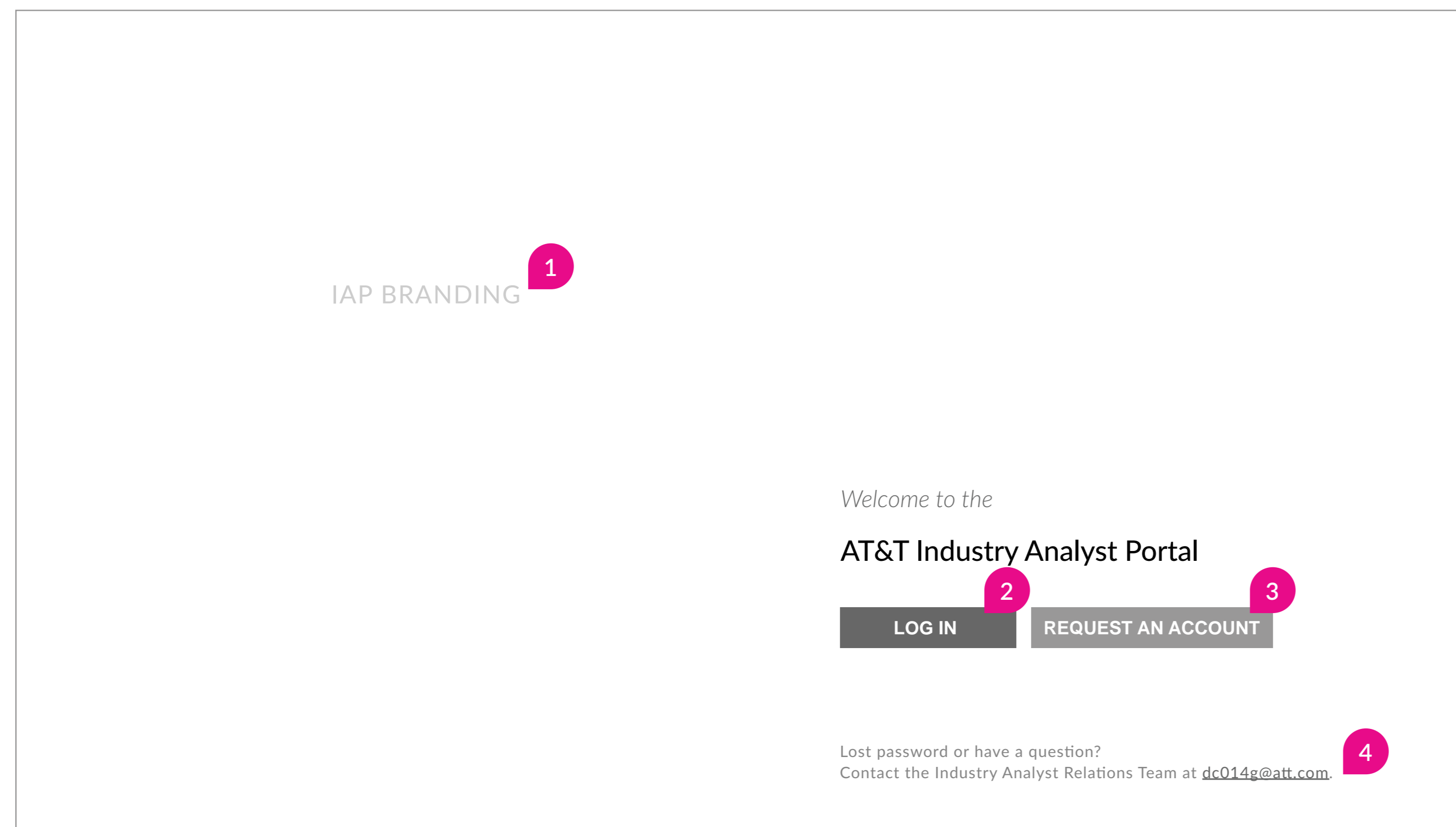
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# Portal Login

- 1. IAP Branding** - large background photo.
- 2. Log In** - displays the CSP log in page where the admin will enter their log in credentials.
- 3. Request an Account** - displays the request an account page (see next screen).
- 4. Contact Information** - email provided for lost passwords and/or questions. Admin will reset passwords in the CSP environment. Emails will go to Dawn Couch (dc014g@att.com).
- 5. Copyright Statement** - standard AT&T copyright statement.
- 6. AT&T Logo** - AT&T logo with tagline.



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MOBILIZING  
YOUR  
WORLD



# Request Account

**1. Textfields** - captures basic analyst information.

**2. Submit** - validates that all textfields are filled out and the email is valid. If true, the admin receives an email for the new account request. Admin then creates a new user profile in the admin website and a welcome email is sent to the user with a system generated password.

**3. Cancel** - displays the log in screen (see previous screen).

IAP BRANDING

Welcome to the  
**AT&T Industry Analyst Portal**

To keep up with the latest AT&T industry news, fill out the fields below to request an account.

1

First Name

Last Name

Email Address

Firm

Job Title

2 3

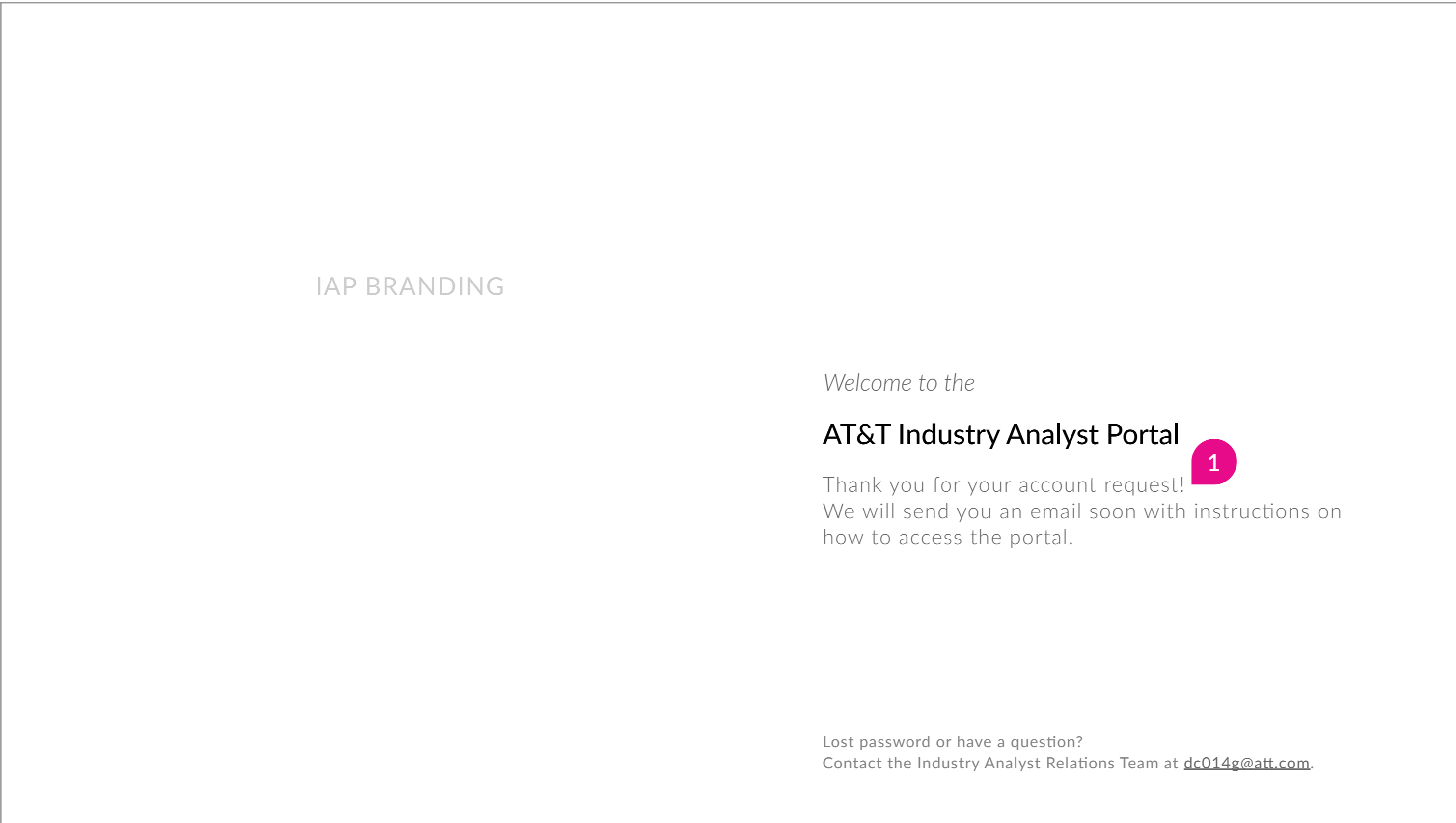
SUBMIT CANCEL

Lost password or have a question?  
Contact the Industry Analyst Relations Team at [dr-014g@att.com](mailto:dr-014g@att.com).



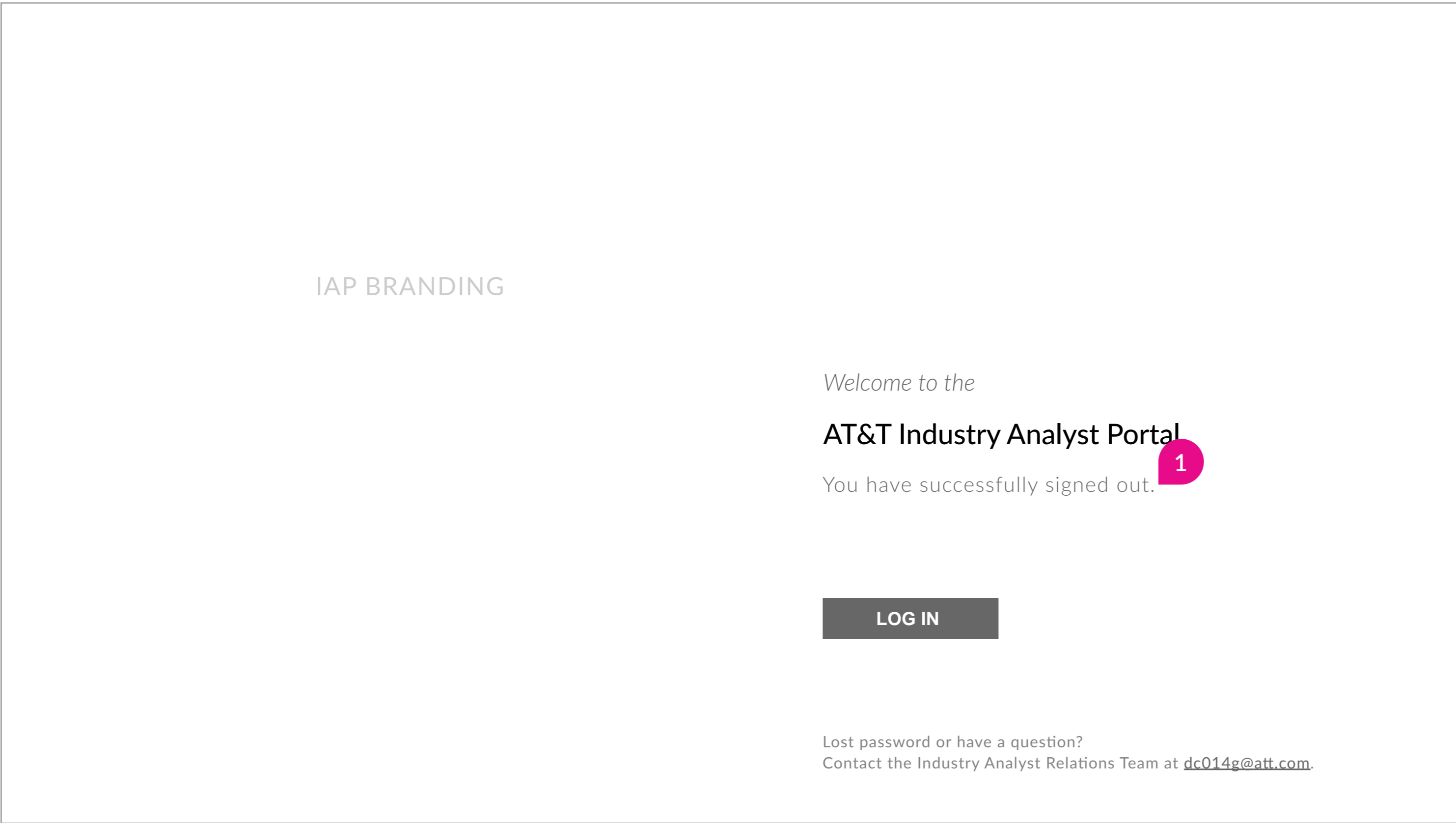
# Request Account - Confirmation

**1. Confirmation Message** - message stating that the request an account submission was successful.



# Signed Out

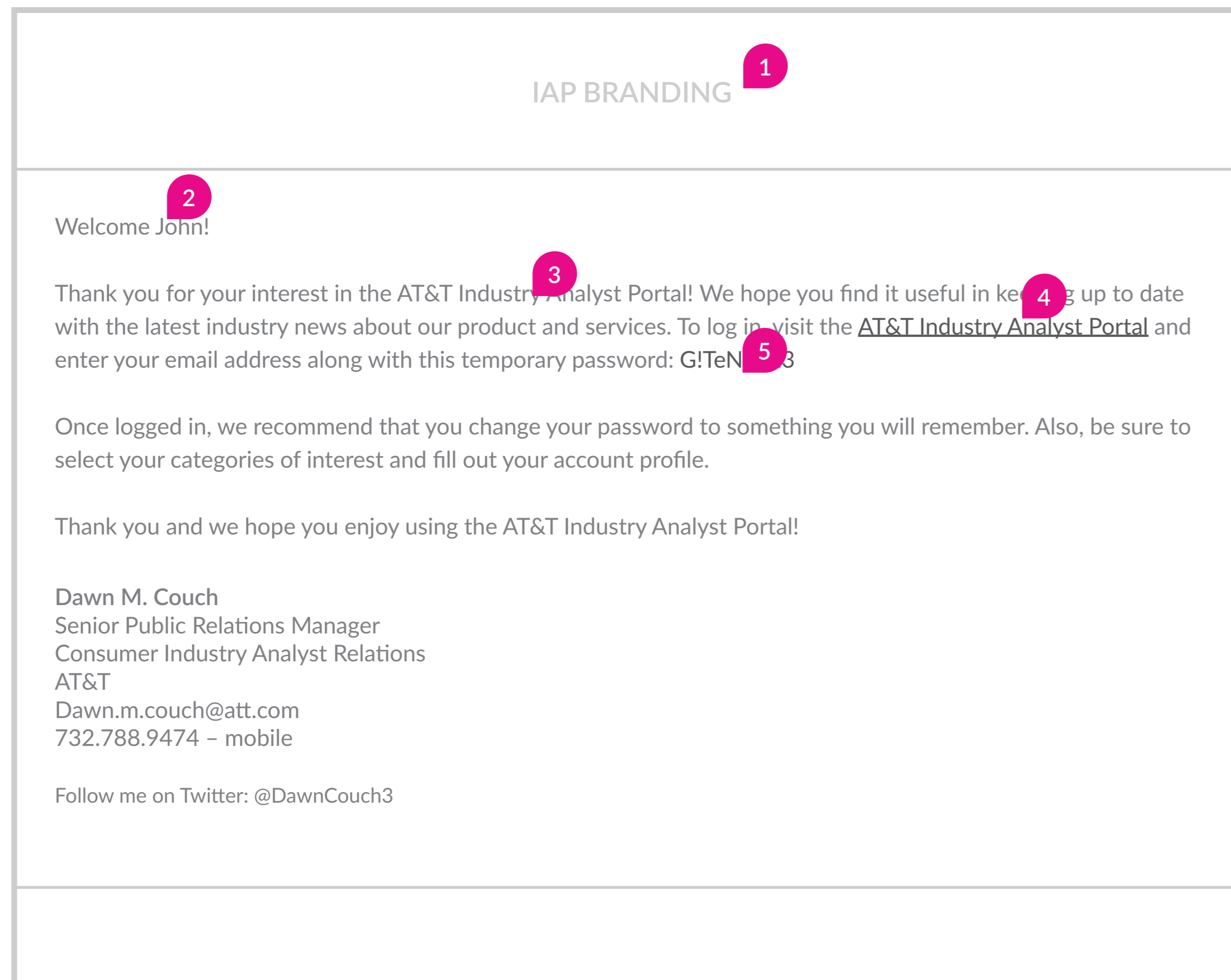
**1. Signed Out Message** - message stating that the analyst has successfully signed out.



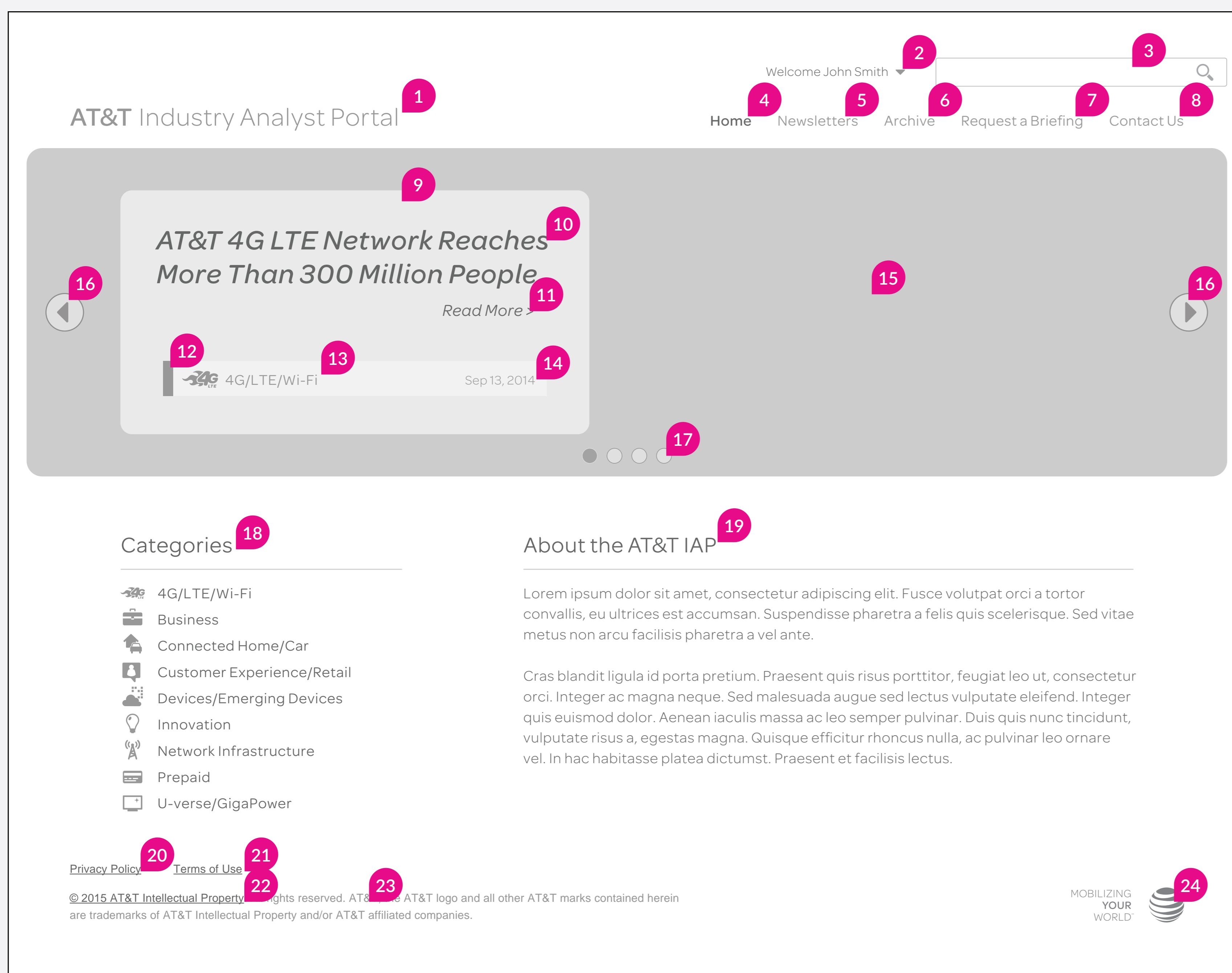
# Welcome Email

After the admin creates a new user profile, this welcome email will automatically be sent to the analyst. Welcome emails will be formatted and delivered in an IAP branded HTML template.

- 1. IAP Branding** - header and footer to reflect portal branding.
- 2. Email Greeting** - dynamic display of user's first name.
- 3. Email Text** - to be finalized and approved by the client.
- 4. IAP Link** - launches user's default browser and displays the IAP log in page.
- 5. Temporary Password** - system generated password to access the portal.







# Homepage

- 1. Portal Name** - shows the AT&T Industry Analyst Portal name.
- 2. User's Display Name** - shows the user's name which can be changed in the user's account profile page. Clicking the down arrow brings up a popup window.
- 3. Search** - global search for all content on the portal (press releases, blogs, and newsletters). Results appear on the search results page.
- 4. Home** - on state indicates the current page - currently not clickable.
- 5. Newsletter** - displays the newsletters page.
- 6. Archive** - displays the archive page.
- 7. Request a Briefing** - displays the request a briefing page.
- 8. Contact Us** - displays the contact us page.
- 9. Overlay Background** - White transparent overlay on the hero image.
- 10. Headline/Title** - shows the headline/title of the latest press release or blog.
- 11. Read More Link** - clicking this link will display the story page.
- 12. Color Block** - color indicator corresponding to that category.
- 13. Category Name** - shows the category pertaining to that content piece.
- 14. Date** - shows the date the content was published to the portal.
- 15. Hero Module** - shows an image related to that category. Each category has 3 hero images that will cycle.
- 16. Left/Right Nav Arrows** - allows the analyst to navigate through the 4 hero content pieces. Clicking the left arrow shows content piece 4-3-2-1-4-3-2-1 and so on. Clicking the right arrow shows content piece 2-3-4-1-2-3-4 and so on.
- 17. Hero Module Dots** - indicates which content piece is being shown in the sequence. Clicking these will show that hero content.
- 18. Categories** - categories with icons shown in alphabetically order. Clicking on a category will display that category page.
- 19. About Text** - overview description about the Industry Analyst Portal (static text).
- 20. Privacy Policy Link** - clicking this launches a new window to: <http://www.att.com/gen/privacy-policy?pid=2506&source=ICTHTHTHR00THR00S>
- 21. Terms of Use Link** - displays the Terms of Use page with this content: <http://www.att.com/t/thread/terms?source=ICTHTHTHR00THR00S>
- 22. Intellectual Property Link** - clicking this launches a new window to: <http://www.att.com/gen/privacy-policy?pid=2587&source=ICTHTHTHR00THR00S>
- 23. Copyright Statement** - standard AT&T copyright statement.

**Notes** - 3 footer links to be confirmed by client and legal.



Welcome John Smith

AT&T Industry Analyst Portal

Home Newsletters Archive Request a Briefing Contact Us

4G/LTE/Wi-Fi All Press Releases Blogs

4G/LTE/Wi-Fi

Press Releases See All

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People...

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T 4G LTE Network Reaches More Than 300 Million People

Blogs

Mobile Video Is About To Rule The World. Are You Ready?

Mobile Video Is About To Rule The World. Are You Ready?

Mobile Video Is About To Rule The World. Are You Ready?

Privacy Policy Terms of Use

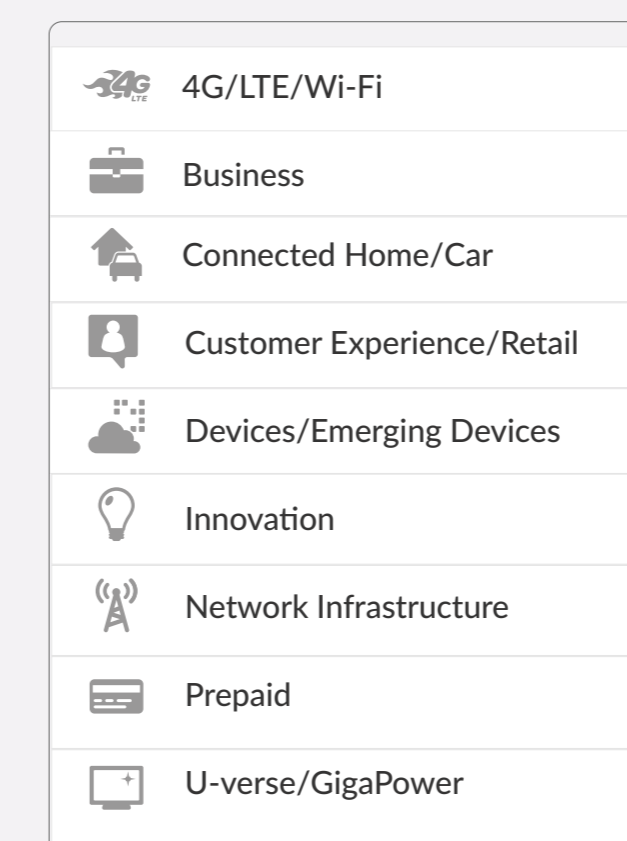
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MOBILIZING YOUR WORLD

## Category Page

Page will default to 8 content modules for each section. Press releases are always listed first.

- 1. Color Bar** - displays the color associated with that category.
- 2. Category Filter** - shows the current category page being displayed. Clicking on the drop down menu allows the analyst to go to any other category page.



- 3. Content Type Filters** - defaults to all. The content type filters (press releases & blogs) refreshes the page to only show that content type (see next screen).
- 4. Choose View** - defaults to module view. Clicking on the list view button refreshes the page in the list view format.
- 5. Category Icon & Name** - shows the current category icon and name.
- 6. See All** - refreshes the page to only show that content type (see next screen). This link only appears if there are more than 8 per content type.
- 7. Color Block** - color displays the color associated with that category.
- 8. Content Module** - Clicking anywhere in the module will display the story page. Rolling over the content module will bring the bottom dark overlay up to cover the entire module where the full headline will be displayed (if truncated) along with the publish date. A category image is displayed in the background of the content module. Each category has 16 images that will cycle.
- 9. Headline/Title** - shows headline/title of that content piece on 2 lines. If the headline/title is too long, it will be truncated with an ellipsis “...” at the end of the second line.

**Notes** - the location of the choose view buttons may have to be moved out of the header. Development will investigate this.

4G/LTE/Wi-Fi

All

1 Press Releases

2

3 Blogs

## 4G/LTE/Wi-Fi

### Press Releases

AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People
AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People
AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People
AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People

1 2 3 Next

4

## Category Page - See All

Page displays 16 latest content modules for that content type with pagination (if needed).

- All Content Filter** - displays the category page showing both content types (see previous page).
- Press Releases Content Filter** - on state indicates the current content type - currently not clickable.
- Blogs Content Filter** - refreshes the page to show only blogs.
- Pagination** - provides navigation through all the content.

## 4G/LTE/Wi-Fi

### Press Releases

[See All](#)



1

Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



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Septemer 10, 2014



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Septemer 10, 2014



Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014

### Blogs



Title of Blog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



Title of Blog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



Title of Blog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus

Septemer 10, 2014



# Category Page - List View

**1. Content Type Icon** - icon to indicate content type.

**2. Content Link** - shows the full headline/title and date. Clicking the link will display the story page.

**Notes** - when switching views, the content being displayed remains the same. It is just rendered in a different view.



4G/LTE/Wi-Fi

AT&T 4G LTE Network Reaches More Than 300 Million People

AT&T's 4G LTE network now covers more than 300 million people in all 50 states as well as Puerto Rico, the U.S. Virgin Islands and Washington, DC. As you know, our network folks have been working at a feverish pace over the past few years to build out this broad LTE footprint and they did so without sacrificing quality - our 4G LTE network is recognized by independent third parties as being the nation's most reliable. Please click here to read the full press release regarding this significant milestone.

Images & Infographics

4G\_LTE\_infographic.jpg

Press Releases

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Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

# Story Page - Pitch Only

- 1. Headline** - press release headline.
- 2. Pitch** - high level context of the press release.
- 3. Link** - pops up a new browser window displaying the press release from an external website.
- 4. Images & Infographics** - shows the file names of images & infographics for analysts to use. An example may be an image of a new phone attached to a pitch announcing the new device. Clicking the link will display an overlay showing the image/infographic allowing the analyst to view it. Right clicking the image/infographic allows the analyst to save it to their computer. There can be up to 3 images/infographics in this section. If there are no images/infographics attached to the pitch, this section will not display.
- 5. Press Releases Module** - shows links to the 5 latest press releases for that category (not including the pitch being displayed). Clicking on any link will show that pitch in the main area to the left. Blogs behave exactly the same way as press releases.



AT&T's 4G LTE network now covers more than 300 million people in all 50 states as well as Puerto Rico, the U.S. Virgin Islands and Washington, DC. As you know, our network folks have been working at a feverish pace over the past few years to build out this broad LTE footprint and they did so without sacrificing quality - our 4G LTE network is recognized by independent third parties as being the nation's most reliable.

1

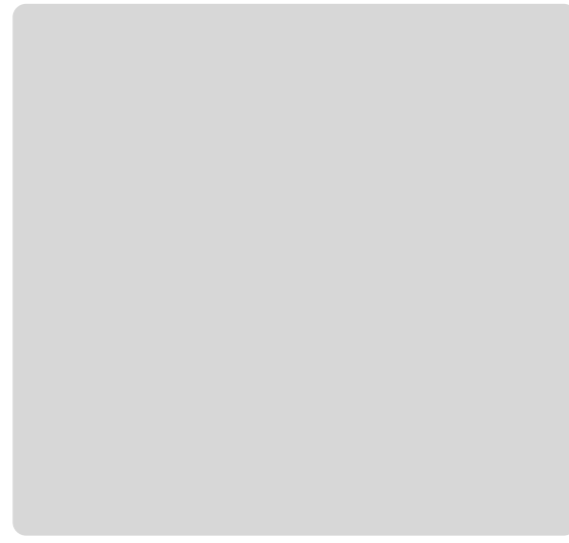
### AT&T LTE network now covers 300M+ Americans

September 21, 2013

2

DALLAS, Sept. 4, 2014 -- AT&T\* announced today that its 4G LTE network - the nation's most reliable -- now reaches more than 300 million Americans.\*\*

"The strong performance we saw in our mobility business in the second quarter is continuing not only because of our new service and device plans, but because more customers can get it all on a fast, reliable 4G LTE network that now covers more than 300 million Americans," said Randall Stephenson, AT&T chairman and CEO. "Great service and strong customer loyalty begin with having a great mobile network for customers where they live. That's our number one priority and that's why our mobile business is hitting on all cylinders."



AT&T's 4G LTE build out reached 300 million people months ahead of the yearend 2014 objective the company announced as part of its Project VIP plan in November 2012. Since then, wireless data traffic on AT&T's nationwide network has increased 2.5 times. With its Project VIP plan, AT&T is supporting its customers' growing desire for mobile, ultra-fast and reliable access to everything on the Internet, particularly video.

Over the past six years (2008 to 2013), AT&T has invested more than \$140 billion into its wireless and wireline networks, including acquisitions of spectrum and wireless operations. During that same period, AT&T has invested more capital into the U.S. economy than any other public company.

\* AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.

\*\* Reliability claim based on analysis of independent third party data re nationwide carriers' 4G LTE. LTE is a trademark of ETSI. 4G LTE not available everywhere.

#### Supporting Images/Infographics

[4G LTE infographic.jpg](#)

#### Press Releases

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

Press Release Lorem ipsum dolor sit amet, cu dolor denique vel

# Story Page - Pitch with PDF

1. **Pitch** - high level context of the press release.

2. **Press Release** - embedded PDF with pages stacked on each other for verticle scrolling.





Select a Category ▾

**AT&T Consumer Industry Analyst Relations Newsletter**

Volume 3 / Issue 31, August 28, 2014

**AT&T Introduces New Promotion for Consumers and Small Business Customers**

In a new promotion that will run through September 30, new customers and existing AT&T customers who activate a new line of service with a smartphone on AT&T Next will receive a \$100 bill credit. Customers can choose either AT&T Next 12 (20-month installment plan) or AT&T Next 18 (24-month installment plan). This limited time offer is available in AT&T retail stores and online at [www.att.com/100credit](http://www.att.com/100credit). Please visit the AT&T Consumer Blog site for additional details.

**AT&T Hosts Mobile App Hackathon in Dallas**

More than 80 attendees of a recent AT&T Mobile App Hackathon in Dallas were challenged to explore the possibilities of the connected car. Eight teams were able to complete their apps and pitch their solutions. Awards were presented for the best connected car app, best mobile app and the best use of AT&T APIs. Please visit the AT&T Developer Community site for an event recap.

**New DAS Provides Enhanced Capacity and Coverage at University of Oregon's Autzen Stadium**

The University of Oregon announced that a new DAS co-owned by AT&T and Verizon Wireless has been installed at the university's Autzen Stadium and will be operational for the Ducks' 2014 football season. AT&T designed and installed the DAS along with Verizon and the university. The deployment consists of nearly 200 antennas within the 47-year-old venue and features enough network capacity to cover the City of Corvallis, OR.

*Please [click here](#) to view the press release issued by the University of Oregon.*

**Operating System Update Available for BlackBerry Z10 and Q10 Devices**

AT&T customers who have purchased BlackBerry Z10 and Q10 devices are now able to receive an update to BlackBerry 10.2.1 that includes improvements to Bluetooth, camera enhancements and the ability to support 64GB SD cards. Updates can be performed via FOTA (firmware over-the-air) or by using a computer and BlackBerry Link software.

Please visit the *AT&T Consumer Blog site for more information.*












**AT&T Consumer Industry Analyst Relations Contacts**

John Kampfe  
Director, Consumer Industry Analyst Relations  
[john.kampfe@att.com](mailto:john.kampfe@att.com)

## Newsletters

Show Newsletter From:

2014 ▾

-  [Volume 3 / Issue 32, September 4, 2014](#)
-  [Volume 3 / Issue 31, August 28, 2014](#)
-  [Volume 3 / Issue 30, August 14, 2014](#)
-  [Volume 3 / Issue 29, August 7, 2014](#)
-  [Volume 3 / Issue 28, July 24, 2014](#)
-  [Volume 3 / Issue 32, July 17, 2014](#)
-  [Volume 3 / Issue 31, July 10, 2014](#)
-  [Volume 3 / Issue 30, July 3, 2014](#)
-  [Volume 3 / Issue 29, June 26, 2014](#)
-  [Volume 3 / Issue 29, June 26, 2014](#)
-  [Volume 3 / Issue 29, June 26, 2014](#)
-  [Volume 3 / Issue 29, June 26, 2014](#)

# Newsletters

- 1. Category Drop Down Menu** - allows the user to go to any other category page.
- 2. Newsletter PDF** - embedded PDF of the most recent newsletter. If possible, the newsletter displays as stacked pages with vertical scrolling.
- 3. Year Drop Down Menu** - allows the user to view past newsletters. Current year is always the default.
- 4. Newsletter Link** - shows the latest 12 newsletters by volume #/issue # and date. Clicking the link will refresh the page with that newsletter shown in the main area to the left. Selected newsletter link will appear in an on state and will not be clickable.

Select a Category ▾

## Archive

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere, risus vitae interdum ullamcorper, ante enim tincidunt sem, sit amet dictum ex augue sit amet tellus. Nulla et lectus nec nisi eleifend tincidunt pulvinar vel odio. Phasellus a porta libero.

2

3

4

5

6

7

8

Search

Search

OR

Time Frame

MM/DD/YEAR to MM/DD/YEAR

Select Category

Select One

Select Type

All

Show



# Archive

Content is archived 1 year after it is published.

- 1. Intro Text** - provides an overview of the archive section (to be provided by the client).
- 2. Search** - displays the search results page with content based on the keywords entered.
- 3. Calendar Icon** - shows a small popup window allowing the analyst to select a date.
- 4. Start Date** - start date of the time frame to search in.
- 5. End Date** - end date of the time frame to search in.
- 6. Category Filter** - drop down menu with all category options.
- 7. Content Type Filter** - drop down menu with content type options (press releases & blogs).
- 8. Show** - displays the search results page with content based on the filters above. If no filter options are selected, a message will appear at the top of the grey box instructing the analyst to select at least one filter option.

Select a Category



1

## Archive

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere, risus vitae interdum ullamcorper, ante enim tincidunt sem, sit amet dictum ex augue sit amet tellus. Nulla et lectus nec nisi eleifend tincidunt pulvinar vel odio. Phasellus a porta libero.

Search

OR

Time Frame MM/DD/YEAR to MM/DD/YEAR

Select Category

Select Type

## Press Releases

[See All](#)

2

AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People
AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People	AT&T 4G LTE Network Reaches More Than 300 Million People

## Blogs

Mobile Video Is About To Rule The World. Are You Ready?	Mobile Video Is About To Rule The World. Are You Ready?	Mobile Video Is About To Rule The World. Are You Ready?
---	---	---

# Archive - Search Results

Page will default to 8 content modules for each section. Press releases are always listed first.

1. **Choose View** - defaults to module view. Clicking on the list view button refreshes the page in the list view format.

2. **See All** - refreshes the page to only show that content type.





Select a Category

## Request a Briefing

\* Required Information

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere, risus vitae interdum ullamcorper, **2** ante enim tincidunt sem, sit amet dictum ex augue sit amet tellus. Nulla et lectus nec nisi eleifend tincidunt pulvinar vel odio. Phasellus a porta libero.

\* Category of Interest

- 3 4
- 4G/LTE/Wi-Fi
  - Business
  - Connected Home/Car
  - Customer Experience/Retail
  - Devices/Emerging Devices
  - Innovation
  - Network Infrastructure
  - Prepaid
  - U.S. Service/GigaPower
  - Other

Time Frame

5 6 7  
MM/DD/YEAR To MM/DD/YEAR

Please enter the email and phone number you would like to be reached at.

\* Email

8 johnsmith@gmail.com

\* Phone

9 555-555-5555

Comments

1011  
Send

# Request a Briefing

- 1. Required Information** - indicates that required fields are marked with an asterisk.
- 2. Intro Text** - provides an overview of the request a briefing process (to be provided by the client).
- 3. Categories** - allows the analysts to select which category they are interested in for the briefing.
- 4. Other Radio Button** - if selected, a textfield appears allowing the analyst to type in a category that is not listed.  
 Other
- 5. Calendar Icon** - shows a small popup window allowing the analyst to select a date.
- 6. Start Date** - preferred window start date for the briefing.
- 7. End Date** - preferred window end date for the briefing.
- 8. Email Address** - populates with analyst's email address. Analyst can change this if they want to.
- 9. Phone** - populates with analyst's phone number. Analyst can change this if they want to.
- 10. Comments** - allows the analyst to add any comments and/or questions with the briefing request.
- 11. Send** - validates the information then displays the confirmation page (see next screen).

**Notes** - Upon submitting the form, the briefing request info will be emailed to all admins. It will also become an open item in the briefing request module in the admin website.



Select a Category ▾

### Request a Briefing

Thank You! Your briefing request was successfully sent. We will get back with you soon.

1

Go to Homepage

2



# Request a Briefing - Confirmation

- 1. Confirmation Message** - confirmation that the request was successfully sent (text to be approved by client).
- 2. Go to Homepage** - displays the homepage.



Select a Category

### Contact Us

\* Required Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere, risus vitae interdum ullamcorper, ante enim tincidunt sem, sit amet dictum ex augue sit amet tellus. Nulla et lectus nec nisi eleifend tincidunt pulvinar vel odio. Phasellus a porta libero.

Please enter the email and phone number you would like to be reached at.

\* Email

johnsmith@gmail.com

\* Phone

555-555-5555

Questions/  
Comments

Send



# Contact Us

**1. Required Information** - indicates that required fields are marked with an asterisk.

**2. Intro Text** - provides an overview of the contact us process (to be provided by the client).

**3. Email Address** - populates with analyst's email address. Analyst can change this if they want to.

**4. Phone** - populates with analyst's phone number. Analyst can change this if they want to.

**5. Comments** - allows the analyst to enter their questions/comments.

**6. Send** - validates the information then displays the confirmation page (see next screen).

**Notes** - Upon submitting the form, the contact us info will be emailed to all admins.



Select a Category ▾

### Contact Us

Thank You! Your inquiry was successfully sent. We will get back with you soon.

1

Go to Homepage

2

## Contact Us - Confirmation

- 1. Confirmation Message** - confirmation that the inquiry was successfully sent (text to be approved by client).
- 2. Go to Homepage** - displays the homepage.



# Account Profile

This page loads with all fields populated with the analyst's information.

Select a Category

## Account Profile

\* Required Information

User Name: johnsmith@gmail.com (To change, please [contact us](#) with your new email address.)

\* Categories of Interest

All Categories  Customer Experience/Retail  Prepaid

4G/LTE/Wi-Fi  Devices/Emerging Devices  U-verse/GigaPower

Business  Innovation  Other

Connected Home/Car  Network Infrastructure

Display Name: John Smith

To change your password, fill out the textfields below. Your new password should contain...

New Password

Repeat Password

Other

Account Bio

\* Required Information

\* First Name: John

\* Last Name: Smith

Cell#: 555-555-5555

Work#: 555-555-5555

Twitter: @jsmithTech

LinkedIn: www.linkedin.com/profile/view?id=8321129

Bio (web page): https://451research.com/biography?eid=718

\* Firm Name: 451 Research

\* Job Title: Senior Research Analyst

Address 1: 1234 Baker Street

Address 2: Suite 101

City: Boston State/Province: Massachusetts

Zip/Postal Code: 02108 Country/Region: USA

Last updated on September 14, 2014 at 2:18pm by the Industry Analyst Relations team.

Cancel Update

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MOBILIZING YOUR WORLD

**1. Required Information** - indicates that required fields are marked with an asterisk.

**2. Analyst's Email** - shows analyst's email address. This is for display purposes only as an analyst cannot change their email address.

**3. Contact Us Link** - displays the contact us page allowing the analyst to request a new account with a new email address. The admin will then have to create a new analyst and copy all existing information (categories & account bio textfields) over to the new account. The admin will then have to delete the old account from the system.

**4. Categories** - allows the analysts to select which categories they are interested in.

**5. Other Checkbox** - if checked, a textfield appears allowing the analyst to type in a category that is not listed.

**6. Display Name** - allows the analyst to change the name displayed at the top of the portal. Default is first & last name.

**7. New Password Instructions** - once defined, we need to list out the requirements for a new password.

**8. New Password** - allows the analyst to change their password.

**9. Repeat Password** - verifies the new password matches the one entered above.

**10. Account Bio** - captures general information including name, contact info, websites, and address.

**11. Update Info** - states the date and time the profile was last updated - either by the analyst or an admin from the Industry Analyst Relations team.

**12. Cancel** - displays an alert message, "Are you sure you want to cancel? All changes will be lost." with yes/no options. Clicking yes will reset the page to the on load state.

**13. Update** - validates and saves the analyst information. The message, "Your account profile has successfully been updated." will appear at the top of the page.





Select a Category ▾

All

[Press Releases](#)[Blogs](#)[Newsletters](#)Search Results for "Connected Car" 2

## Press Releases

[See All](#) 5[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#) 3 4

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Headline of Press Release Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

## Blogs

[Title of Blog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Title of Blog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

[Title of Blog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut suscipit condimentum purus](#)

September 10, 2014

## Newsletters

[Volume 3 / Issue 32 September 4, 2014](#) 6[Volume 3 / Issue 31 August 28, 2014](#)[Volume 3 / Issue 30 August 14, 2014](#)

# Search Results

This page will display in list view only with the content divided into 3 sections (in order): press releases, blogs, and newsletters.

- 1. Content Type Filters** - defaults to all. The content type filters refreshes the page to only show that content type (similar to the "See All" link).
- 2. Search Words** - shows the search criteria entered by the analyst. If no search results are found, this will say "No search results found for [search word(s)]".
- 3. Content Type Icon** - icon to indicate content type.
- 4. Content Link** - shows the full headline/title and date. Clicking the link will display the story page.
- 5. See All** - refreshes the page to only show that content type.
- 6. Newsletter Link** - shows newsletter volume #/issue # and date. Clicking the link will display the newsletter page with that newsletter shown in the main area.

AT&T Industry Analyst Portal

# 404

*Page Not Found*

It appears the page you were looking for does not exist.

Double check the URL or go back to the  
[Homepage](#)

If you continue to get this page, email us at  
[dc014g@att.com](mailto:dc014g@att.com)

[Privacy Policy](#) [Terms of Use](#)

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MOBILIZING  
YOUR  
WORLD™



## 404 Error Page

This page displays when the portal server cannot find a page that is being requested.

- 1. Homepage Link** - displays the homepage.
- 2. Email Address** - email provided so admin can report any broken links to be fixed. Emails will go to Dawn Couch (dc014g@att.com).



Welcome to the IAP Dashboard

Portal

Post and manage content/newsletters on the Industry Analyst Portal.

- ▶ Post Content
- ▶ Post Newsletter
- ▶ Manage Content

Email

Email analysts regarding the latest press releases, blogs, and newsletters.

- ▶ New Email
- ▶ Sent Items
- ▶ Drafts
- ▶ Groups

Analysts

View and manage analysts' profiles and the status of briefing requests.

- ▶ Manage Analysts
- ▶ Briefing Requests

For help or technical assistance, please contact [iaphelp@att.com](mailto:iaphelp@att.com)

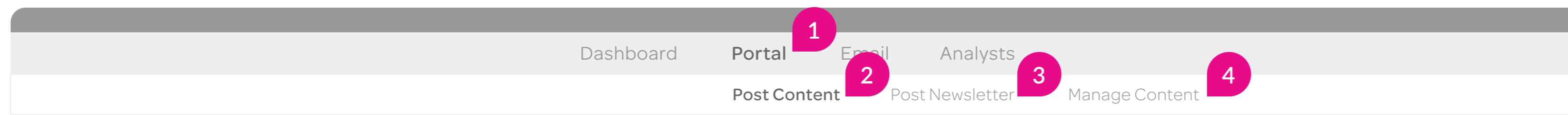
# Dashboard

This page displays after the admin successfully signs in through the CSP environment.

- 1. Name/Logo** - shows the Industry Analyst Portal logo/name.
- 2. Admin's Display Name** - shows the admin's first name.
- 3. Sign Out Link** - signs the admin out of the dashboard and displays the signed out page.
- 4. Dashboard** - on state indicates the current page - currently not clickable.
- 5. Portal** - displays the first portal function page - post content.
- 6. Email** - displays the first email function page - new email.
- 7. Analysts** - displays the first analysts function page - manage analysts.
- 8. Function Modules**- groups the admin pages based on functionality. Clicking on the function links will display that page.
- 9. Notification** - shows the number of open briefing requests.
- 10. Support Email** - shows an email address for support in case the admins have any questions or need technical assistance. The email address to use will be determined.
- 11. Copyright Statement** - standard AT&T copyright statement.
- 12. AT&T Logo** - AT&T logo with tagline.

**Notes** - All category creations and/or edits will be done by IT. If a new category is needed, the design team will provide:

- the new category name
- a unique HEX color
- a category icon
- 3 hero images for the homepage
- 16 content module images for the category page



## Post Content

\* Required Information

\* Publish Date

September 4, 2014 (5)

\* Select Category

4G/LTE/Wi-Fi (6)

\* Select Content Type

Press Release (7)

\* Enter Headline / Title

AT&T 4G LTE Network Reaches More Than 300 Million People (8)

\* Enter Pitch for Landing Page

HTML Editor (9)

AT&T's 4G LTE network now covers more than 300 million people in all 50 states and (10) as Puerto Rico, the U.S. Virgin Islands and Washington, DC. As you know, our network folks have been working at a feverish pace over the past few years to build out this broad LTE footprint and they did so without sacrificing quality – our 4G LTE network is recognized by independent third parties as being the nation's most reliable. [Please click here to read the full press release](#) regarding this significant milestone.

Select PDF (if applicable)

Browse (11)

Upload Image/Infographic (if available)

Browse (12)

Attached: 4G\_LTE\_infographic.jpg (13) (14)

Enter Topic Tags

4G, LTE, wireless, network, Project VIP, infographic (15)

Keywords separated by commas

Save Draft & Preview (16)

Post Content (17)



# Portal: Post Content

- 1. Portal Tab** - on state indicates the current tab - currently not clickable.
- 2. Post Content** - on state indicates the current page - currently not clickable.
- 3. Post Newsletter** - displays the post newsletter page.
- 4. Manage Content** - displays the manage content page.
- 5. Publish Date** - date the content is first published (defaults to current date). This date determines the sort order as it appears in the portal regardless of any future updates. This date cannot be changed to a future date.
- 6. Select Category** - drop down menu with all category options.
- 7. Select Content Type** - drop down menu with content type options (press releases & blogs).
- 8. Headline/Title** - headline for press release or title for blog posting. Character count TBD.
- 9. HTML Editor** - WYSIWYG editor with common word processor features and functionality.
- 10. Pitch** - high level context of the press release/blog.
- 11. Select PDF** - allows the admin to attach a PDF if applicable. If one is selected, it will be shown on the story page below the pitch.
- 12. Upload Image/Infographic** - allows the admin to upload up to 3 related images/infographics.
- 13. Attached Images/Infographics** - shows the image/infographic that has already been uploaded and attached to the pitch.
- 14. Trash Can Icon** - displays an alert message, "Are you sure you want to remove the image/infographic?" with yes/no options. Clicking yes will remove the image/infographic from the pitch.
- 15. Topic Tags** - keywords relevant to the content being posted which will be utilized in search functionality.
- 16. Save Draft & Preview** - saves the content as a draft and launches a new window displaying the story page for previewing.
- 17. Post Content** - validates the form then displays an alert message, "Are you sure you want to post this content to the portal?" with yes/no options. Clicking yes will publish the content to the portal and launches a new window displaying the story page. This pitch will then become the current hero module on the portal homepage.

## Post Newsletter

\* Required Information

\* Select Issue

Volume  Issue

\* Select Date

\* Select PDF

\* Enter Topic Tags

Keywords separated by commas

# Portal: Post Newsletter

- 1. Volume Textfield** - volume number of the newsletter.
- 2. Issue Textfield** - issue number of the newsletter.
- 3. Select Date** - date for the newsletter (format: month day, year).
- 4. Select PDF** - allows the admin to select the newsletter in PDF format.
- 5. Topic Tags** - keywords relevant to the newsletter being posted which will be utilized in search functionality.
- 6. Post Newsletter** - validates the form then publishes the newsletter to the live portal where it will be shown in the main area on the newsletter landing page.





## Manage Content

The screenshot shows a search interface for the 'Manage Content' section. It includes a search bar (1), a status filter with 'Published' (2) and 'Draft' (3) radio buttons, a category filter dropdown (4), a content type filter dropdown (5), and a time frame filter with start (6) and end (8) date pickers (7) and a 'Show' button (9).

## Portal: Manage Content

- 1. Search** - displays the search results with content based on the keywords entered.
- 2. Published Radio Button** - search results will only show content on the portal (both active and archived).
- 3. Draft Radio Button** - search results will only show content drafts that were saved (content yet to be published).
- 4. Category Filter** - drop down menu with all category options.
- 5. Content Type Filter** - drop down menu with content types.

Select Content Type:

- Press Releases
- Blogs
- Newsletters

- 6. Calendar Icon** - shows a small popup window allowing the admin to select a date.
- 7. Start Date** - start date of the time frame to search in (searches against publish date).
- 8. End Date** - end date of the time frame to search in (searches against publish date).
- 9. Show** - displays the search results with content based on the filters above. If no filter options are selected, a message will appear at the top of the grey box instructing the admin to select at least one filter option.





## Manage Content

Search:




OR

Status:  Published  Draft

Select Category:

Select Content Type:

Time Frame:  to

<input type="checkbox"/>	Type	Category	Headline	Published	Edit	View
<input type="checkbox"/>		Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14	<a href="#">edit</a>	<a href="#">view</a>
<input type="checkbox"/>		Connected Car/Home	New digital tool from AT&T helps customers find connected car information	9.2.14	<a href="#">edit</a>	<a href="#">view</a>
<input type="checkbox"/>		--	Volume 3 / Issue 32	9.1.14	<a href="#">edit</a>	<a href="#">view</a>

Delete

Prev 1 2 3 Next



## Portal: Manage Content - Search Results (Published)

**1. Delete** - validates that at least 1 checkbox is checked. If so, displays an alert message, "Are you sure you want to delete these content items?" with yes/no options. Clicking yes will delete the content from the portal.

**2. Checkbox** - checks/unchecks all checkboxes below.

**3. Content Type Icon** - icon to indicate content type. Rolling each icon will display the content type name (Press Release, Blog, or Newsletter).

**4. Category Heading** - shows the category the content belongs to. A "--" will be used for newsletters since they do not belong to one particular category,

**5. Headline Heading** - displays the press release/blog headline or the newsletter volume/issue number.

**6. Published Heading** - displays the publish date of the content. Arrow indicates the list is sorted by the published column (default).

**7. Edit Link** - for press releases/blogs, displays the post content page with all fields populated for editing. The button on this page will say "Update Content". For newsletters, displays the post newsletter page with all fields populated for editing. The button on this page will say "Update Newsletter".

**8. Total Content** - shows the total number of messages.

**9. View Link** - launches a new window displaying the story page.

**10. Pagination** - provides navigation through all the content.

**Notes** - Development to investigate to see if sorting is allowed within the search results list.

Manage Content

Search:

OR

Status:  Published  Draft

Select Category:

Select Content Type:

Time Frame:  to

3 Items

Type	Category	Headline	Created	Edit	Modified
	Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14	<a href="#">edit</a>	
	Connected Car/Home	New digital tool from AT&T helps customers find connected car information	9.2.14	<a href="#">edit</a>	

# Portal: Manage Content - Search Results (Drafts)

**1. Content Type Filter** - drop down menu with content types. Since there is no save draft option for newsletters, this option is removed.



**2. Created Heading** - displays the creation date of the content. Arrow indicates the list is sorted by the created column (default).

**3. Admin Icon** - on rollover, shows the name of the admin to last save the draft along with the date and time.

## New Email

**Show:** Categories 1

**Recipients:** select all | deselect 3 4

4G/LTE/Wi-Fi 5

Business

Connected Home/Car

Customer Experience/Retail

Devices/Emerging Devices

Innovation

Network Infrastructure

Prepaid

U-verse/GigaPower

**To:** 4G/LTE/Wi-Fi 6

**Cc:** 7

Include all admins 8

**Subject:** 9

AT&T LTE network now covers 300M+ Americans

**Message:** 10

HTML Editor

A little pre-CTIA news for you: AT&T's 4G LTE network now covers more than 300 million people in all 50 states as well as Puerto Rico, the U.S. Virgin Islands and Washington, DC. As you know, our network folks have been working at a feverish pace over the past few years to build out this broad LTE footprint and they did so without sacrificing quality – our 4G LTE network is recognized by independent third parties as being the nation's most reliable. [Please click here to read the full press release](#) regarding this significant milestone. Please let me know if you have any questions. Thanks. 11

**Preview** 12 **Save Draft** 13 **Send** 14



# Email: New Email

**1. Drop Down Menu Filter** - shows the recipients filtered by category (default). Selecting another filter option updates the recipients field.

**Show:** Categories o

Groups

Analysts

Firms

Admin can only send to 1 recipient type. For example, the admin will not be able to send an email to a category and a group at the same time. When an item gets added to the "To:" or "Cc:" fields, this drop down menu becomes disabled. It becomes enabled again when the "To:" or "Cc:" fields are empty.

**2. Search** - allows the admin to search the recipients list. Clicking the search button will update the recipients list with results matching the keywords entered.

**3. Select All** - selects all items in the recipients list.

**4. Deselect** - deselects all items in the recipients list.

**5. Recipients** - recipients can include categories, groups, analysts, or firms.

**6. To Field** - who the email/message will be sent to.

**7. Cc Field** - who the email/message will be copied to.

**8. Included All Admins Checkbox** - sends a copy of all outgoing emails to all the admins (default is checked).

**9. Subject** - subject of the email/message.

**10. HTML Editor** - WYSIWYG editor with common word processor features and functionality.

References:

Download a custom editor to embed - <http://ckeditor.com/builder>

Demo HTML editor - <http://ckeditor.com/demo>

**11. Pitch** - pitch about the press release/blog.

**12. Preview** - launches a new window displaying the email in an HTML template allowing the admin to preview it before sending.

**13. Save Draft** - saves the email/message to the drafts folder so that it may be edited or sent at a later time.

**14. Send** - validates the form then sends the email/message. The message "Email has successfully been sent." will appear at the top of the page.



# Email: HTML Template

All outgoing emails will be formatted and delivered in an IAP branded HTML template.

IAP BRANDING <sup>1</sup>

---

Good Morning John, <sup>2</sup> <sup>3</sup>

A little pre-CTIA news for you: AT&T's 4G LTE network now covers more than 300 million people in all 50 states as well as Puerto Rico, the U.S. Virgin Islands and Washington, DC. As you know, our network folks have been working at a feverish pace over the past few years to build out this broad LTE footprint and they did so without sacrificing quality – our 4G LTE network is recognized <sup>4</sup> by independent third parties as being the nation's most reliable. [Please click here to read the full press release](#) regarding this significant milestone. Please let me know if you have any questions. Thanks.

**Dawn M. Couch** <sup>5</sup>  
Senior Public Relations Manager  
Consumer Industry Analyst Relations  
AT&T  
Dawn.m.couch@att.com  
732.788.9474 – mobile

Follow me on Twitter: @DawnCouch3

---

For the latest news about our products and services, visit the [AT&T Industry Analyst Portal](#). <sup>6</sup>

- 1. IAP Branding** - header and footer to reflect portal branding.
- 2. Email Greeting** - dynamic display of time of day based on eastern time zone (EST):
  - 12:00am - 11:59am - "Good Morning [first name],"
  - 12:00pm - 5:59pm - "Good Afternoon [first name],"
  - 6:00pm - 11:59pm - "Good Evening [first name],"
- 3. Analyst's First Name** - dynamic display of analyst's first name.
- 4. Embedded Link** - all links within email pitches will bypass the portal and go directly to the external website (as it's done today).
- 5. Email Signature** - the admin's email signature will be created and maintained in a free form.
- 6. IAP Link** - opens the analyst's default browser and displays the IAP log in page.



## AT&amp;T Industry Analyst Portal

Dashboard Portal **Email** Analysts

New Email **Sent Items** Drafts Groups

## Sent Items

Sent To: Categories

<input type="checkbox"/>	To	Subject	Sent	View
<input type="checkbox"/>	Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14 4:05PM	▼
<input type="checkbox"/>	Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	▼
<input type="checkbox"/>	4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▼
<input type="checkbox"/>	Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14 4:05PM	▼
<input type="checkbox"/>	Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	▼
<input type="checkbox"/>	4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▼
<input type="checkbox"/>	Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14 4:05PM	▼
<input type="checkbox"/>	Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	▼
<input type="checkbox"/>	4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▼
<input type="checkbox"/>	Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14 4:05PM	▼
<input type="checkbox"/>	Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	▼
<input type="checkbox"/>	4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▼

Delete



# Email: Sent Items

**1. Drop Down Menu Filter** - shows the items sent to - defaults to categories. Selecting another filter option updates the sent items list.

Sent To: Categories

- Groups
- Analysts
- Firms

**2. Delete** - validates that at least 1 checkbox is checked. If so, displays an alert message, "Are you sure you want to delete these sent items?" with yes/no options. Clicking yes will delete the message(s) from the sent items list.

**3. Checkbox** - checks/unchecks all checkboxes below.

**4. To Heading** - shows the category, group, analysts, or firm the email was sent to. If there are more than one recipients, ellipsis will be used.

**5. Subject Heading** - shows the subject of the email.

**6. Sent Heading** - shows the date/time the email was sent. Arrow indicates the list is sorted by the sent column (default).

**7. View Heading** - shows the state of the sent item's row. All rows are collapsed by default.

**8. Total Items** - shows the total number of sent items.

**9. Expand Arrow** - expands the row to show the sent message (see next screen).

## AT&amp;T Industry Analyst Portal

Dashboard Portal **Email** Analysts

New Email **Sent Items** Drafts Groups

## Sent Items

Sent To: 

Delete 15 Items

<input type="checkbox"/>	To	Subject	Sent ▼	View
<input type="checkbox"/>	Connected Car/Home	Top companies intro apps for AT&T Drive platform	9.5.14 4:05PM	▼
<input type="checkbox"/>	Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	▼
<input type="checkbox"/>	AT&T LTE network now covers 300M+ Americans	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▲
<input type="checkbox"/>	4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▼
<input type="checkbox"/>	Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	▼
<input type="checkbox"/>	4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	▼

Delete

To: 4G/LTE/Wi-Fi

Cc:

A little pre-CTIA news for you: AT&T's 4G LTE network now covers more than 300 million people in all 50 states as well as Puerto Rico, the U.S. Virgin Islands and Washington, DC. As you know, our network folks have been working at a feverish pace over the past few years to build out this broad LTE footprint and they did so without sacrificing quality - our 4G LTE network is recognized by independent third parties as being the nation's most reliable. Please click here to read the full press release regarding this significant milestone. Please let me know if you have any questions. Thanks.

Dawn M. Couch  
Senior Public Relations Manager  
Industry Analyst Relations  
AT&T  
Dawn.m.couch@att.com  
732.788.9474 - mobile

Follow me on Twitter: @DawnCouch3

## Email: Sent Items - Expanded View

- Email Subject** - subject of the email is left justified to accommodate longer headlines. If needed, this text will wrap pushing everything down.
- Close Arrow** - closes the row to its default state.
- To Recipients** - shows the recipients the email was sent to. If the email was sent to a lot of recipients, they will be listed separated by commas in a box with a vertical scrollbar. The box should only display 4 lines of recipients at one time.
- Cc Recipients** - shows the recipients the email was copied to. If the email was copied to several recipients, they will be listed separated by commas. This does not appear if there are no recipients copied.
- Email Body** - shows the content of the email.

## AT&T Industry Analyst Portal

Dashboard Portal **Email** Analysts  
New Email Sent Items **Drafts** Groups

### Drafts

To:

**Delete**

<input type="checkbox"/> To	Subject	Saved <span>▼</span>	<span>1</span> <sup>3</sup> Items
<input type="checkbox"/> Connected Car/Home	Top companies intro apps for AT&T Drive platform <span>2</span>	9.5.14 4:05PM	
<input type="checkbox"/> Devices/Emerging Devices	AT&T Adds to the Motorola Lineup with the New Moto X	9.5.14 12:18PM	
<input type="checkbox"/> 4G/LTE/Wi-Fi	AT&T LTE network now covers 300M+ Americans	9.4.14 10:22 AM	





**Delete**

# Email: Drafts

- 1. Saved Heading** - shows the date/time the email was saved. Arrow indicates the list is sorted by the saved column (default).
- 2. Email Subject** - clicking this link will display the new email page with all fields populated for editing and/or sending.

## Groups

4 Groups **1**

ABI Research <b>2</b>	 <b>3</b>
Compass Intelligence	
InfoTrends	
RedMonk	

New Group:  **4**  **5**

# Email: Groups

- 1. Total Groups** - shows the total number of groups.
- 2. Groups** - shows all the groups in alphabetical order. Clicking on a group displays the edit group page (see next screen).
- 3. Trash Can Icon** - displays an alert message, "Are you sure you want to delete the group [group name]?" with yes/no options. Clicking yes will delete the group from the system.
- 4. New Group** - textfield for a new group name.
- 5. Add** - validates the textfield then adds the group to the list above. The admin must then select the group to add members to it.



## Groups

4 Groups

ABI Research	1	
Compass Intelligence		
InfoTrends		
RedMonk		

Group Name:  2

3  4

Analysts:  5

Group Members:  7

8  9

## Email: Groups - Edit Group

- 1. Selected Group** - when a group is selected, the row is highlighted. The form displays allowing the admin to make edits to its name and/or members.
- 2. Group Name Textfield** - shows the category's name.
- 3. Search Textfield** - allows the admin to search the analysts list below by firm name, last name, and/or first name.
- 4. Search** - shows the analysts search results below.
- 5. Analysts List** - shows all the analysts in the system. This list sorts by firm name, last name, and then first name. Holding the "Ctrl" key allows for multiple selections. Holding the "Shift" key allows for multiple selections that are adjacent.
- 6. Add/Remove Buttons** - adds/removes an analyst to/from the group (disabled by default). They become enabled when an analyst is selected.
- 7. Group Members** - shows the analysts that currently belong to the group.
- 8. Cancel** - displays an alert message, "Are you sure you want to cancel? All changes will be lost." with yes/no options. Clicking yes will display the groups page (see previous screen).
- 9. Save** - validates the form then saves the group information and returns the admin back to the groups page. The message, "The group has successfully been saved." will appear at the top of the page.

## AT&amp;T Industry Analyst Portal

[Dashboard](#)[Portal](#)[Email](#)[Analysts](#)[Manage Analysts](#)[Briefing Requests](#)

## Manage Analysts

Firm: Show AllCategory: Show All

Search by Name:

Search

[Add New Analyst](#)

375 Analysts

Firm	Last Name	First Name	Last Login	View	Edit	Delete
451 Research	Christy	Peter	09.16.14	▼		
451 Research	Hazelton	Chris	08.04.14	▼		
451 Research	Howe	Carl	--	▼		
451 Research	Karpinski	Rich	09.28.14	▼		
451 Research	Martin	Ryan	09.22.14	▼		
451 Research	Partridge	Brian	09.13.14	▼		
451 Research	Rehbehn	Ken	08.09.14	▼		
451 Research	Renaud	Christian	09.08.14	▼		
451 Research	Armitage	Jason	09.15.14	▼		
ABI Research	Ahmed	Ali	08.17.14	▼		
ABI Research	Bonte	Dominique	--	▼		
ABI Research	Carlaw	Stuart	08.29.14	▼		
ABI Research	Collins	Jonathan	09.10.14	▼		
ABI Research	Devlin	John	09.17.14	▼		
ABI Research	Hoffman	Joe	09.28.14	▼		
ABI Research	Inouye	Michael	08.13.14	▼		
ABI Research	Krishnan	Adarsh	--	▼		
ABI Research	Markkanen	Aapo	--	▼		
ABI Research	Marshall	Nick	08.01.14	▼		
ABI Research	Morgan	Michael	09.16.14	▼		



# Manage Analysts

- Analysts Tab** - on state indicates the current tab - currently not clickable.
- Manage Analysts** - on state indicates the current page - currently not clickable.
- Briefing Requests** - displays the briefing requests page.
- Firm Filter** - drop down menu with all the firm options. Selecting a firm refreshes the list showing only analysts who work for that firm. Defaults to show all.
- Category Filter** - drop down menu with all category options. Selecting a category refreshes the list showing only analysts belonging to that category. Defaults to show all. The last option will be "Other". Selecting this option refreshes the list showing only analysts that have entered another topic in their account profile page. This allows the admin to expand those analysts to view other topics for future consideration.
- Search** - allows the user to search by first name and/or last name. Search results are based on filter options above if selected.
- Add New Analyst** - displays the add new analyst page.
- Total Analysts** - shows the number of analysts in the table list (defaults to all analysts in the system). This number will change as filters and/or searches are applied by the admin.
- Firm Heading** - shows the analysts' firm. Arrow indicates the list is sorted by firm (default).
- Last Name Heading** - shows the analysts' last name.
- First Name Heading** - shows the analysts' first name.
- Last Login Heading** - shows the analyst's last log in date into the portal. If the analyst has not logged in yet, a "--" appears.
- View Heading** - shows the state of the analyst's row. All rows are collapsed by default.
- Edit Icon** - displays the edit analyst page with all data populated.
- Delete Icon** - displays an alert message, "Are you sure you want to delete [first name] [last name]?" with yes/no options. Clicking yes will delete the analyst from the system.
- Expand Arrow** - expands the row to show analysts' information.

## Notes - Development to investigate:

- the feasibility of the firm and category filter.
- the "Other" option in the drop down menu.

## AT&T Industry Analyst Portal

Dashboard Portal Email **Analysts**  
 Manage Analysts Briefing Requests

### Manage Analysts

Firm:

[Add New Analyst](#)

Category:

Search by Name:  [Search](#)

375 Total Analysts

Firm	Last Name	First Name	Last Login	View	Edit	Delete
451 Research	Christy	Peter	09.16.14	▼		
451 Research	Hazelton	Chris	08.04.14	▼		
451 Research	Howe	Carl	--	▼		
451 Research	Karpinski	Rich	09.28.14	▼		
451 Research	Martin	Ryan	09.22.14	▲		
<div style="display: flex; justify-content: space-between;"> <div> <p>Email: <a href="mailto:rmartin@yankeegroup.com">rmartin@yankeegroup.com</a>                      Cell: 555-555-5555                      Work: 555-555-5555</p> <p>Address: 1234 Baker Street                      Suite 101                      Boston, MA 02108 USA</p> </div> <div> <p>Job Title: Senior Research Analyst</p> <p>Twitter: @rmartin451                      LinkedIn: <a href="#">View Profile</a>                      Bio (web page): <a href="#">View Bio</a></p> </div> <div> <p>Categories: Connected Home/Car                      Devices/Emerging Devices                      Other: Biometrics</p> </div> </div>						
451 Research	Partridge	Brian	09.13.14	▼		
451 Research	Rehbehn	Ken	08.09.14	▼		
451 Research	Renaud	Christian	09.08.14	▼		
451 Research	Armitage	Jason	09.15.14	▼		
ABI Research	Ahmed	Alii	08.17.14	▼		
ABI Research	Bonte	Dominique	--	▼		
ABI Research	Carlaw	Stuart	08.29.14	▼		
ABI Research	Collins	Jonathan	09.10.14	▼		
ABI Research	Devlin	John	09.17.14	▼		
ABI Research	Hoffman	Joe	09.28.14	▼		
ABI Research	Inouye	Michael	08.13.14	▼		

# Analysts - Expanded View

- 1. Contact Information** - shows basic contact info and address.
- 2. Social Media Information** - shows analyst's twitter account and links to their LinkedIn profile/website/bio. Clicking any of these links will launch a new browser window.
- 3. Close Arrow** - closes the row to its default state.
- 4. Categories** - shows all the categories that the analyst is a member of.



**Account Profile**

\* Required Information

\* User Name

\* Categories of Interest

<input type="checkbox"/> All Categories	<input type="checkbox"/> Customer Experience/Retail	<input type="checkbox"/> Prepaid
<input type="checkbox"/> 4G/LTE/Wi-Fi	<input type="checkbox"/> Devices/Emerging Devices	<input type="checkbox"/> U-verse/GigaPower
<input type="checkbox"/> Business	<input type="checkbox"/> Innovation	
<input type="checkbox"/> Connected Home/Car	<input type="checkbox"/> Network Infrastructure	

**Account Bio**

\* Required Information

\* First Name

\* Last Name

Cell#

Work#

Twitter

LinkedIn

Bio (web page)

\* Firm Name

\* Job Title

Address 1

Address 2

City

State/Province

Zip/Postal Code

Country/Region

Cancel

Add

# Analysts - Add New Analyst

- 1. Required Information** - indicates that required fields are marked with an asterisk.
- 2. User Name Textfield** - analyst's email address that will be used to log into the portal.
- 3. Categories** - allows the analysts to select which categories they are interested in.
- 4. Account Bio** - captures general information including name, contact info, websites, and address.
- 5. Country/Region Textfield** - defaults to USA. International analysts can edit this to their country,
- 6. Cancel** - returns the admin back to the manage analysts page.
- 7. Add** - validates the form then saves the analyst information and returns the admin back to the manage analysts page. The message, "The analyst has successfully been added." will appear at the top of the page.

**Notes** - after adding a new analyst, a welcome email will be sent with a system generated password. The analyst will also be asked to change their password, choose their categories of interest, and fill out their account profile.



**Account Profile**

\* Required Information

\* User Name  **1**

\* Categories of Interest

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> All Categories                | <input type="checkbox"/> Customer Experience/Retail          | <input type="checkbox"/> Prepaid                               |
| <input type="checkbox"/> 4G/LTE/Wi-Fi                  | <input checked="" type="checkbox"/> Devices/Emerging Devices | <input type="checkbox"/> U-verse/GigaPower                     |
| <input type="checkbox"/> Business                      | <input type="checkbox"/> Innovation                          | <input checked="" type="checkbox"/> Other: Biometrics <b>2</b> |
| <input checked="" type="checkbox"/> Connected Home/Car | <input type="checkbox"/> Network Infrastructure              |  |

**Account Bio**

\* Required Information

\* First Name \* Last Name Cell# Work# Twitter LinkedIn Bio (web page) \* Firm Name \* Job Title Address 1 Address 2 City  State/Province Zip/Postal Code  Country/Region 

**3**

Last updated on September 14, 2014 at 2:18pm  
by the Industry Analyst Relations team.

**4**  
Cancel**5**  
Save

# Analysts - Edit Analyst

This page loads will all the analyst's information populated for editing.

- 1. Analyst's Email** - for display purposes only as an admin cannot change an analyst's email address.
- 2. Other Checkbox** - shows other topics that the analyst is interested in. The admin can uncheck this, but cannot edit the topic name. This only appears if checked by the analyst,
- 3. Update Info** - states the date and time the profile was last updated - either by the analyst or an admin from the Industry Analyst Relations team.
- 4. Cancel** - displays an alert message, "Are you sure you want to cancel? All changes will be lost." with yes/no options. Clicking yes will display the manage analysts page.
- 5. Save** - validates the form then saves the analyst's information and returns the admin back to the manage analysts page. The message, "The analyst has successfully been updated." will appear at the top of the page.

## AT&amp;T Industry Analyst Portal

Dashboard Portal Email **Analysts**

Manage Analysts **Briefing Requests**

## Briefing Requests

Status:  Open  Closed

3 Items

Received	Category	Firm	Last Name	First Name	View	Last Updated
9.22.14 11:26 AM	4G/LTE/Wi-Fi	452 Research	Christy	Peter	▼	1 day ago
9.22.14 9:14 AM	Business	ABI Research	Hazelton	Chris	▼	1 day ago
9.19.14 4:18 PM	Connected Home/Car	Compass Intelligence	Howe	Carl	▼	1 day ago

# Briefing Requests

- 1. Open Radio Button** - shows only briefing requests that are open.
- 2. Closed Radio Button** - shows only briefing requests that are closed.
- 3. Received Heading** - shows the date when a briefing request was received.
- 4. Category Heading** - shows the category for the briefing request.
- 5. Firm Heading** - shows the firm of analyst requesting the briefing.
- 6. Last Name Heading** - shows the last name of analyst requesting the briefing.
- 7. First Name Heading** - shows first name of analyst requesting the briefing.
- 8. View Heading** - shows the state of the briefing request's row. All rows are collapsed by default.
- 9. Last Updated Heading** - shows the number of days the briefing request was last updated.
- 10. Total Briefing Requests** - shows the total number of open briefing requests.
- 11. Person Icon** - on rollover, shows the name of the admin to last update the briefing request. If there are no updates, a "--" will appear.

**Notes** - Currently, the industry analyst team tracks briefing requests through SharePoint. The client would like to understand how this will work with SharePoint to avoid doing the same work in both systems. When ready, the dev team needs to meet with the client to work out these details.



## Briefing Requests

Status:  Open  Closed

3 Items

Received	Category	Firm	Last Name	First Name	View	Last Updated
10.3.14 11:26 AM	4G/LTE/Wi-Fi	452 Research	Christy	Peter	▼	--
9.22.14 9:14 AM	Business	ABI Research	Hazelton	Chris	▼	3 days ago
9.19.14 4:18 PM	Connected Home/Car	Compass Intelligence	Howe	Carl	▲	5 days ago

**Time Frame:** 10.20.14 - 10.24.14

**Email:** [johnsmith@gmail.com](mailto:johnsmith@gmail.com)

**Phone:** 555-555-5555

**Comments:** I am doing some research for a big article on the future of retail. I would love to get some insight into AT&T's plan for their retail stores of the future.

**Notes:**

Thanks John. I called Carl and left a voicemail.

Sep 21, 2014 at 2:12 PM by Dawn Couch

Confirmed that Rudy Hermond is available on October 22nd in the afternoon.

Sep 21, 2014 at 11:20 AM by John Kampfe

Let's see who from Roth's team is available during this time.

Sep 20, 2014 at 2:12 PM by Dawn Couch

**Add Note**



# Briefing Requests - Expanded View

**1. Close Arrow** - closes the row to its default state.

**2. Briefing Request Info** - request details from the request a briefing form.

**3. Maked as Closed** - displays an alert message, "Are you sure you want to mark this briefing request as closed?" with yes/no options. Clicking yes will close out the request and remove it from the "open" list. The message "The briefing request has successfully been closed." will appear at the top of the page.

**4. Notes** - shows the admin notes pertaining to the request. Each comment has a date/time/name stamp. Latest comment is listed first.

**5. Add Note** - validates that there is text in the textfield above then adds the note to the notes window.



**Briefing Requests**

Status:  Open  Closed

3 Items

Received	Category	Firm	Last Name	First Name	View	Last Updated
10.3.14 11:26 AM	4G/LTE/Wi-Fi	452 Research	Christy	Peter	▼	1 day ago
9.22.14 9:14 AM	Business	ABI Research	Hazelton	Chris	▼	3 days ago
9.19.14 4:18 PM	Connected Home/Car	Compass Intelligence	Howe	Carl	▲	5 days ago

Time Frame: 10.20.14 - 10.24.14  
 Email: [johnsmith@gmail.com](mailto:johnsmith@gmail.com)  
 Phone: 555-555-5555  
 Comments: I am doing some research for a big article on the future of retail. I would love to get some insight into AT&T's plan for their retail stores of the future.

Notes:

- Item closed on Oct 23, 2014 at 9:18 AM by John Kampfe
- Briefing is scheduled with Rudy on October 22nd @ 2:00pm.
- Thanks John. I called Carl and left a voicemail.
- Confirmed that Rudy Hermond is available on October 22nd in the afternoon.
- Let's see who from Roth's team is available during this time.

Interview Notes:  [Carl Howe & Rudy Hermond - Future of Retail](#)  
 Upload Notes:

# Briefing Requests - Closed Items

- 1. System Note** - shows the date/time when a request was closed and who closed it.
- 2. Document Icon** - icon shows the document type (ex. PDF, Word).
- 3. Interview Notes** - file name of the interview notes document. Clicking the link will open the document in a new browser window.
- 4. Trash Can Icon** - displays an alert message, "Are you sure you want to delete these briefing notes?" with yes/no options. Clicking yes will remove the briefing notes from the request.
- 5. Upload Notes** - validates that a document has been selected then adds it to the closed briefing request. It will appear in the briefing notes section above.