

## **Company Profile – AT&T, Inc.**

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## Company Description

AT&T, Inc. has been selected for this company profile because of its excellent long-term vision and positive track record of great investment decisions. AT&T, Inc. will be analyzed from a number of different perspectives, including its financial management. AT&T, Inc. is traded under the NYSE symbol, T. AT&T is a telecommunications, media, and technology company (Yahoo Finance, 2022). They are not just limited to domestically-provisioned services either, but provide services worldwide as well. AT&T is a strong company, and part of what makes AT&T so strong is that unlike other telecom companies with a weak international presence that is nothing more than a re-branding of white-label services, AT&T's international involvement makes up a major part of their corporate enterprise (Yahoo Finance, 2022).

AT&T was incorporated in 1983, and while the company was formerly known as SBC Communications Inc., they changed their name to AT&T, Inc. in 2005. AT&T markets its products and communications services under multiple brand names as their marketing team has prescribed for maximum potential and reach. The other brand names that may be familiar to others include Cricket, ATT Prepaid, and AT&T Fiber (Yahoo Finance, 2022). An example of a lesser-known brand that is operated by AT&T, Inc. is the Unefon name. Unefon is a name operated exclusively in Latin America that provides wireless services in Mexico and video services in Latin America (Yahoo Finance, 2022).

The communications arm of the corporation offers both voice and data services and provides both wired and wireless connection between its customers and service nodes (Yahoo Finance, 2022). In addition to AT&T's more basic residential service offerings, they also provide security services, cloud solutions, managed, and professional services to corporations, small and mid-sized businesses, governmental, and wholesale customers (Yahoo Finance, 2022). AT&T connects their customers through broadband, coaxial, and ethernet end-points, but their backbone is built on fiber; as fast as the speed of light and incredibly robust and redundant. One aspect of AT&T's service offerings that makes them the go-to service provider for large

corporations is their ability to interconnect multinational corporations' equipment and provide last-mile service coverage in-house without outsourcing or patching in other telecom companies' networks. AT&T really is this large and capable!

In addition to providing a multitude of service offerings, AT&T is also a product-based business. They sell handsets, wireless data cards, wireless computing devices, carrying cases, and hands-free devices (Yahoo Finance, 2022). The company's product sales arm sells this equipment through their own stores that are company-owned and operated, as well as through agents that are company-employed and not outsourced or brought in through any type of staffing organization. Additionally, AT&T has third-party retail stores that it uses to reach last-mile customers and to get its products into the hands of virtually any interested individual state-side and internationally (Yahoo Finance, 2022).

## **Mission and Vision**

AT&T has achieved some incredible feats and is constantly innovating. However, this innovation does not come without proper planning and foresight. AT&T's mission is a novel one: To *exploit* technical innovations for the benefit of AT&T corporately, and its customers through the implementation of next-generation technologies and network advancements in AT&T's services and operations (Comparably & AT&T Inc., 2022).

AT&T has a keen vision for the future of the corporation and its stakeholders. AT&T aspires to be the *most* admired and *most* valuable company in the world. They intend to do this, and more, by enriching customers' lives and making businesses more successful. AT&T plans to achieve its vision by bringing products and services that both spark excitement and are useful.

AT&T has many core values. However, competitors would be wise to note that this doesn't create bifurcations in their focus; rather each value builds on the others and their values form the foundation for their corporate vision. AT&T corporately values doing the right thing without compromise, thinking big, innovating, pursuing excellence,

and inspiring imagination (Comparably & AT&T Inc., 2022). Culturally, AT&T embraces equality, freedom and making a difference (Comparably & AT&T Inc., 2022).

## **Value to Shareholders**

AT&T values its shareholders and puts the interests of stakeholders at the forefront of every corporate action. 10 key executives were installed to govern the company. The executives oversee finances, operations, legal counsel, accounting, investor relations, compliance, communications, and corporate development (Yahoo Finance, 2022). Within these divisions, the executives hold positions of both leadership and management. The executives are as diverse in age, ethnicity, and culture as they are in background, experience, and qualification. The key executives span the ages 43 to 71 (Yahoo Finance, 2022); and the executives' ethnicity and nationalities range from German, Polish, and French to Scottish, Irish, and Israeli (Yahoo Finance, 2022). The executives themselves hold graduate degrees and in most cases multiple post-graduate degrees. In addition to possessing educational degrees they also each possess decades of work experience in the fields in which they lead. Of all of the executives' degrees, most carry degrees with primary concentrations in finance and business (Bloomberg, 2022). AT&T is poised for success and is a must-watch corporation.

Value extends beyond the company's leadership and extends to all employees, high and low. Company employees enjoy a quality work environment that is nurturing and supportive. AT&T's divisions of workers are clustered, and employees work in teams. This type of corporate culture is friendly and beneficial for all. AT&T provides financial stability, solid expectations, job security, and opportunities for growth for all employees.

AT&T's corporate structure is impressive. An example of the foresight that goes into AT&T's decision making can be seen in their decision to relocate their headquarters from San Antonio to Dallas, Texas, just five years ago. The decision to relocate was made after extensive planning to better situate the company to benefit from prospects of long-term growth and to better meet their human-resource needs (The Associated

Press, 2008). AT&T executives also thought about operational efficiency when they chose to move and how they might be able to better serve its customers and expand the business (The Associated Press, 2008). Giving insight into the executives' mindset when contemplating the move, executives shared that the Dallas area has two airports and is home to headquarters for both American Airlines and Southwest Airlines (The Associated Press, 2008). This placement better aligns them with strategic business partners and allows them to provide a more extensive network for flights across the country and internationally than was ever previously available from San Antonio (The Associated Press, 2008). AT&T is always making decisions like this that maximize corporate value; value which ultimately passes to its shareholders.

AT&T has the most reliable 5G network as verified by drive-test data (AT&T, 2022). Their AT&T Fiber brand is rated number one in customer satisfaction as compared against other internet service providers, based on a survey conducted in 2021 by an independent company, ACSI, where customers were asked to rate their own service provider's performance (AT&T, 2022). Finally, AT&T's wireless network covers more than 99% of Americans. AT&T meets all of these benchmarks and yet still places corporate sustainability, and social responsibility, high in its value chain (AT&T, 2022). No other company is meeting the kind of benchmarks – or achieving in the ways – AT&T is.

## References

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