Connecting Mississippi’s Students
Responding to the COVID-19 Pandemic

AT&T
August 26, 2020
Agenda

Introductions - Your AT&T State Team

- Kris Gautier (Account Manager)
- Rob McClure (Team Lead)
- Mike Haberkorn (Product Manager)
- Tom Gill Jr. (Principle Architect)
- Scott Cook (Sales Manager)

AT&T Solutions

- State of Mississippi Student eLearning Offer and rates
- Enterprise Traffic Protector

Q & A
Seamless Offer for eLearning

1. CONNECTIVITY
   Allows school districts to provide access through Mobility Hotspots or Existing Remote Gateway

2. CONTENT FILTERING
   Identify and block offensive or inappropriate domains under an acceptable use policy.

3. MANAGEMENT
   School districts set their own (or use a preset) acceptable use policy.

4. SIMPLICITY
   No VPN Connection to the School District is required with the eLearning offer

5. PROCUREMENT
   Existing contract or NASPO; potential for emergency amendment process to add to State contract
The Mobility Offer

CONNECTIVITY
- Hotspots

DATA PLAN
- Unlimited

SECURITY
- Content Filtering

MANAGEMENT
- Safeguard Policies

SETUP
- White Glove Kitting & Staging
AT&T Mobile Hotspots

Individual Mobile Hotspots

• AT&T is offering the Moxee and Unite Express 2 hotspots for Internet connectivity for students, teachers, and staff

• Bundled solution includes:
  – Hotspot device
  – Unlimited data plan
  – SIM access to private/shared APN with near zero latency
  – Content filtering
  – Protection from malware, phishing, and ransomware
State of Mississippi Student eLearning Education Offer (SeEO)

- **Unlimited data plan monthly pricing:**

<table>
<thead>
<tr>
<th>Volume Tier</th>
<th>UNL Data</th>
<th>ETP</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;20k subs</td>
<td>$16.00</td>
<td>$1.00</td>
<td>$17.00</td>
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<tr>
<td>10k-20k subs</td>
<td>$17.00</td>
<td>$1.00</td>
<td>$18.00</td>
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<tr>
<td>&lt;10k subs</td>
<td>$19.00</td>
<td>$1.00</td>
<td>$20.00</td>
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- **Hotspot pricing:**

<table>
<thead>
<tr>
<th>Upfront device price</th>
<th>1 Year</th>
<th>2 Year</th>
<th>3 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moxee</td>
<td>$44.99</td>
<td>$0.99*</td>
<td>$0.99*</td>
</tr>
<tr>
<td>Unite Express 2</td>
<td>$94.99</td>
<td>$44.99</td>
<td>$44.99</td>
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</table>
Connecting Mississippi’s Students

- AT&T’s Enterprise Traffic Protector (ETP)
- Content Filtering: network based vs. equipment based
- Delivering connectivity to the individuals who need it
- A deeper dive into a seamless offer for eLearning with Content Filtering
AT&T - Mobile Connectivity with Content-Filtering

August 26, 2020
Seamless Architecture & Management

- Allows School Districts to provide Mobile Hotspots with Content Filtering
- AT&T (Shared APN) sets the filtering rules by Acceptable Use Policy (AUP) Category

Wireless
- Data offers
- MiFi School Wi-Fi Hotspots, SIM Enabled Devices (Laptops, Tablets)

NAT
- Static subnet
- Size Determined to subscriber forecast

Internet

AT&T Shared (APN)

Enterprise Traffic Protector
Enterprise Traffic Protector enables protection for outgoing internet traffic as part of CIPA-compliance

**Superior protection**
- Enforces Internet AUP for students
- Protects all outgoing traffic.
- Highly effective in
  - Blocking malware, ransomware & phishing delivery
  - Blocking malware C&C requests
- Threat feeds updated automatically every 2 hours

**with wide applicability**
- Near zero latency, eliminates hair-pinning
- Hyper distributed, 100% availability SLA
- Threat intelligence from 30% of internet traffic & 45% of DNS traffic
- Supports wireline and mobile internet access i.e. DSL, private APN
Enterprise Traffic Protector enables simple & automated blocking of restricted content

This allows for easy deployment of devices where content restrictions are required & also includes built-in protection for malware, ransomware, and phishing based on industry leading threat visibility

Using a tested national policy for restricted content that is automatically updated based on the latest content and threats.

In addition, ETP includes:

- Automatic Enforcement of **Strict Mode** for access to YouTube Content
- Automatic Safe-Search enforcement for all web searches via Google and Bing
- Access to common education tools like Canvas, Zoom, Blackboard, Google Classroom, Microsoft Teams
- Enforcement via DNS-Based policies – this is seamless and operates separately from other on-prem tools and filters & protects all devices accessing the Internet via protected MiFi device
## Default Threat Protection for Shared APN

<table>
<thead>
<tr>
<th>Threat Type</th>
<th>Action</th>
<th>Response to User</th>
<th>Security Connector</th>
<th>Alert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Known</td>
<td>Block</td>
<td>Error Page</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Malware</td>
<td>Block</td>
<td>Error Page</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Phishing</td>
<td>Block</td>
<td>Error Page</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>C&amp;C</td>
<td>Block</td>
<td>Error Page</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>DNS Exfiltration</td>
<td>Block</td>
<td>Refused Response</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suspected</td>
<td>Same as Known</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malware</td>
<td>Block</td>
<td>Error Page</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Phishing</td>
<td>Block</td>
<td>Error Page</td>
<td>None</td>
<td></td>
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<td>Error Page</td>
<td>None</td>
<td></td>
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<td>DNS Exfiltration</td>
<td>Block</td>
<td>Refused Response</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Default AUP Filtering for Shared APN

<table>
<thead>
<tr>
<th>Threat</th>
<th>Acceptable Use Policy</th>
<th>Custom Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Categories</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Alcohol &amp; Tobacco</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Cyberbullying</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Dating</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Drugs</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>File Sharing</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Finance &amp; Investing</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Gambling</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Games</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Illegal</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>IP Telephony</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Large Bandwidth</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Pornography</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Remote Access</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
Automatically curated access to restricted content
Example Categories for Content Curation

- Abortion
- Adult
  - Lingerie
  - Nudism & Naturism
  - Sex Education
- Alcohol & Tobacco
- Business & Economy
- DNS-over-HTTPS Providers
- Drugs
- File Sharing
- Finance & Investing
- Gambling
- Games
- Healthcare
- Illegal
  - Criminal Skills
  - Hacking
  - Plagiarism
- Kids
- Large Bandwidth
  - Anonymizers
  - Peer to Peer
  - Streaming Websites
- Law & Enforcement
- Leisure
- Marijuana
- Motor Vehicles
- News & Media
- Personals & Dating
- Political Advocacy
- Pornography Websites
- Religion
- Research & Education
- Self-Harm
- Shopping
- Social
  - Blogging
  - Chat Site
  - Forums & Message Boards
  - Virtual Community
- Sports
- Technology
- Violence & Hate
  - Gore
  - Hate
  - Violence
- Weapons Related
Error Page Messages (examples)

Website Access Prohibited

Acceptable Use Policy Violation

Category: SOCIAL

The website you are trying to access is not allowed under your organization's acceptable use policy.

If you think you are receiving this message in error, please contact your IT help desk.

Phishing Website Warning

The website you are trying to access is known to perform phishing attacks and poses a security risk to your computer and network. Please contact your IT help desk to review if you are impacted. In the mean time, do not attempt to access this website.

If you think you are receiving this message in error, please contact your IT help desk.
Requests to add Domains (white/ black lists) to the Shared APN

Please forward any requests to add Domains to the Shared APN whitelist or blacklist to:

RM-ATTCDNOPS@att.com
Enterprise Traffic Protector

- District’s AUP Filtered Access
- District-provided Firewall and Filtering CIPA compliance
- Ethernet
  - District Router Consolidates traffic
  - Local switches configured for VLAN support

AT&T Managed Cisco

Student/Teacher

MiFi Device

District APN

Erate-eligible priority 1 bundle

500Mbps Ethernet

Canoga Perkins

SNMP

Cat 6 Copper with RJ-45

Faculty Computer

Student computer

School 1

School 2

School 3
AT&T School Exterior Wi-Fi Solution

- Install exterior Wi-Fi hotspots at schools, colleges, universities, and libraries
- Advantages
  - broadcasts Wi-Fi outdoors
  - maintains social distancing – students can stay in their cars and access the Internet
  - Only needs access to an Ethernet port and power
  - Schools manage security and content access

- There are 900 schools in MS where this solution can be delivered
AT&T School Bus Solution

- Deliver easy-to-deploy mobile Wi-Fi hotspots on school buses across Mississippi
  - AT&T can deliver powerful WiFiRanger mobile Wi-Fi hotspots that can be mounted to school buses for Mississippi students
    - Maintains social distancing – students can stay in their cars and access the Internet
    - Can be deployed by magnetically mounting to roof of school bus and plugging into 12V power port
  - Low Cost per device, plus state contract for monthly unlimited data plan
OPTIONS

360 DEGREE COVERAGE
- Requires 4 AP DEVICES
- Optional 6 AP devices for Larger Bus

PICK UP OR UTILITY TRUCK
- Utilize Industrial Pedestals
- Min 10’ in height
- More versatile in mounting.
Connecting Mississippi’s Students

AT&T suggests the following next steps to speed deployment of these solutions

• Develop a priority list for solution deployment

Additional Information

• AT&T is working with ITS now to get these prices added to the state contract
• Demand on inventory is high across the nation for all hotspot vendors