



New AT&T Small Business national TV commercials feature simple-to-use solutions that make small business customers more productive

AT&T launched on Feb. 24 a new series of TV advertising – starting with a commercial featuring our customer, Lawn Ranger. With solutions from AT&T, operations for the Eden Prairie, Minn.-based landscaping and snow removal company run smoothly, even during busy winter months.

AT&T last year introduced a new phase of business advertising with the launch of our “Network of Possibilities” brand campaign –showcasing AT&T’s ability to help transform the way businesses work. These ads featured real AT&T customers who benefit from our innovation, who rely on our network to help them explore new opportunities that help their businesses grow and operate better and more efficiently.

Lawn Ranger employees and subcontractors are now equipped with Xora GPS TimeTrack™ from AT&T – mobile workforce management software that is loaded on smartphones and running over the AT&T wireless network. When a snowstorm is pending, Lawn Ranger can schedule and deploy work crews in a matter of minutes. Workers need only to check their smartphones for their job assignments with routes mapped out. They wirelessly confirm when tasks have been completed, capturing the time and materials used.

Stay tuned for the commercial - or see it [here](#) – to see how with solutions from AT&T, small businesses like Lawn Ranger can create and access data on demand – getting it where it needs to be, exactly when it needs to be there – no matter what the weather is like outside.

For a more detailed look at how mobile apps are enhancing productivity for Lawn Ranger, [click here](#).