

SUCCESS

technology@work

Providing Revolutionary IT and Supply Chain Solutions

From systems support work to daily execution, Telcobuy's commitment to excellence has been consistent.

Jeff Cantwell
Network Supply Chain
Cingular Wireless

Business Challenge

Cingular was looking to improve their existing supply chain, which consisted of a complicated arrangement of OEM's and distribution centers.

Technology Solution

Telcobuy designed a single-source, multi-warehouse solution managed by advanced, web-based tracking and reporting tools.

Payoff

Cingular realized operational cost savings, more consistent deployment time frames, and increased accuracy in accounting for equipment.

Telcobuy Improves Logistics Process for Deployment of New Cell Sites

Cingular Wireless is undertaking several initiatives that necessitate improving the current logistics functions and processes for new cellular site build out and expansion. Cingular's objective is to enhance the logistics services provided to their internal customers, provide adequate controls, support rapid expansion and reduce logistics costs.

To that end, Cingular was looking for a logistics service provider to effectively produce and manage an end-to-end deployment solution. Specifically, they were looking for a service provider with a superior track record in operational procedures, IT capabilities and tools, customer service and program management.

In order to greatly improve Cingular's supply chain, Telcobuy.com (Telcobuy) designed a multi-vendor, multi-site, multi-warehouse solution

for Cingular's new cell site deployment process. Utilizing two (2) distribution points strategically located throughout the U.S., Telcobuy was able to provide cost-effective logistics services to any new Cingular cell site in the U.S. Telcobuy's e-PL solution uses Web-based interfaces to manage and track shipment of materials, inventory, asset tagging, equipment orders, material transportation, forecasting and planning.

Prior to their engagement with Telcobuy, Cingular's supply chain consisted of a complicated arrangement of OEM's, warehouses and distribution centers. Telcobuy was able to provide Cingular with a single source for equipment logistics that greatly improved their ability to cost-effectively and rapidly deploy new cell sites. Jeff Cantwell of Cingular Wireless said, "From systems support work to daily execution, Telcobuy's commitment to excellence has been consistent."

At a Glance

- Large reduction in exposure to technology obsolescence
- Expenditure reduction of \$5M for every \$1B of spend
- 100% Sarbanes-Oxley compliance
- Interest savings of \$5-10M for every \$1B in capital
- Inventory reduction > 50%



www.wwt.com/success

60 Weldon Parkway • Maryland Heights, MO 63043 • 314-569-7000