

# success



## AT&T

- The largest telecommunications company in the United States and one of the largest in the world
- Headquartered in San Antonio, Texas
- Serves virtually every country and territory in the world



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### Challenge

When IBM bought out Custom Cable client Advantis to form IBM Global Network Services, this new and growing company—which would later be acquired by AT&T—faced challenges managing the vast number of cable styles provided by several suppliers to connect its network equipment.

### Solution

Best practice: Custom Cable took on the task of cataloging all Advantis and IBM cable types. By reverse-engineering hundreds of cable samples, we established the company's first comprehensive reference.

Next, we built a website for AT&T that referenced all the cables incorporating universal "IBM" part numbers, cable description, application and photo. We saved our client nearly 50% of what they had been paying incumbent suppliers.

When AT&T outsourced operations, new logistics challenges arose. The new vendor struggled with delivery problems and other issues. Custom Cable stepped in to coach the vendor monthly, rooting out inefficiencies. We also developed a system, stocking each workstation with intuitively labeled kits of parts for the 10 configurations most frequently used.

### Results

With process streamlined and confusion curbed, AT&T met its client deadlines. Employees no longer stopped work to hunt for cables, now organized in job-specific kits. Our labels reclaimed hours of downtime they used to spend troubleshooting when connectors were installed upside down—formerly, a common mishap. External package labels helped the configuration vendor hired to quickly identify urgently needed cables among air shipments, curtailing the problem of lost and delayed cables.

When IBM Global Network Services was eventually purchased by AT&T, this global telecommunications leader came to value its partnership with Custom Cable.