

success



Sprint

- Global provider of wireless and wireline communications services
- Headquartered in Reston, Virginia



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Challenge

Following Hurricane Katrina in September 2005, chaos reigned. With communication systems and networks down, Sprint made a request to several suppliers, including Custom Cable.

Solution

Doing the right thing: Custom Cable snapped into action. We manufactured the order and began shipping by air freight within 24 hours—part of an order including 360 assemblies, 300 feet in length. By the third day, a dedicated truckload arrived in New Orleans. Members from both shifts of our manufacturing team worked extended hours and days to address the emergency need.

When Sprint's engineers let us know that they were calling on others for DS1 and DS3 cables, we recognized that the raw, non-standard cable required a four- to six-week delivery time from the wire manufacturer, and that we had over 34,000 feet in our inventory. Instead of returning to Sprint to ask for the work, we offered our supply of raw cable at cost, directly to the competition to meet Sprint's needs—and speed the recovery effort.

Results

Because we responded quickly, and helped out the competition, Sprint got the cables they needed to get their networks back up and running in a time of urgent need.