

# success



## Verizon

- A world leader in providing converged communications, information and entertainment to wireline and wireless customers
- World's largest provider of print and online directory information
- Headquartered in New York City
- Serves over 150 countries
- Approximately 250,000 employees
- \$90 billion in average annual revenue



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### Challenge

Verizon leaders were committed to deploying an unprecedented number of DSL lines during the course of a year. Early in the planning process, Verizon contracted a company to provide DSL equipment and cable assemblies for remote terminal installations. When this company failed to meet its delivery dates and jeopardized the goal, Verizon called Custom Cable.

### Solution

High gear: Within weeks, Custom Cable ramped up the process, providing a quality solution for each cable assembly involved. We shipped more than 5,800 cables at a peak of 600 cables per day to make the deployment possible. At the same time, we produced similar DSL cables for Verizon's central offices.

### Results

Verizon accomplished its ambitious deployment on time—enabling DSL services for 1.1 million new homes and businesses. By finding and creating efficiencies, Custom Cable helped Verizon achieve its goal and save an estimated \$4.8 million in the process.

Read about our 2003 Verizon Supplier Excellence Award on reverse side.