



## OVERVIEW

Cricket Communications needed to streamline their existing supply chain to speed deployment and quickly up-fit new cellular stores in order to provide customers with a variety of the latest wireless devices and feature-rich mobile applications, such as unlimited text, instant and picture messaging, Mobile Web, games, ringtones and wallpapers.

With WWT's logistics management, supply chain solution and end-to-end support, Cricket quickly realized operational cost savings and faster deployment time frames to help them open more stores across the U.S.

## KEY BENEFITS

- Faster Deployment of IT Equipment
- Operational Savings
- Improved Asset Tracking Capabilities
- Reduced Risk of Damage and Loss

## ABOUT LEAP AND CRICKET WIRELESS

Cricket is the operating subsidiary of Leap Wireless International, a customer-focused company providing innovative mobile wireless services targeted to meet the needs of customers who are under-served by traditional communications companies. With a commitment to predictability, simplicity and value as the foundation of its business, Leap pioneered Cricket® service, a simple and affordable wireless alternative to traditional landline service. Learn more at [www.leapwireless.com](http://www.leapwireless.com).

# LEAP WIRELESS AND CRICKET®

## World Wide Technology Helps Leading Wireless Service Provider Meet Increasing Demands

### CHALLENGE

A subsidiary of Leap Wireless, Cricket Communications, Inc. is a simple, affordable wireless service offering consumers and local businesses a flat-rate for unlimited service over the latest technology; high-quality, all-digital CDMA2000 1X and 1xEV-DO wireless network. Designed for customers whose basic and advanced wireless needs have not been met by traditional telecommunication companies, Cricket is the pioneer of unlimited services with no long-term commitments or credit checks required and they have quickly captured a large share of the wireless market.

With Wall Street analysts predicting U.S. wireless penetration will reach 80 percent by 2010, contract-based wireless plans are in high demand. In the past few years, Cricket service launched in more than 32 U.S. markets and this wireless service provider's growth is not slowing. Cricket was looking for a one-source vendor to help them streamline deployment of IT equipment to help speed the launch of new cellular stores across the U.S. They found a true partner that could manage all of their logistics, OEMs and supply chain complexities as well as IT procurement and deployment in World Wide Technology (WWT).



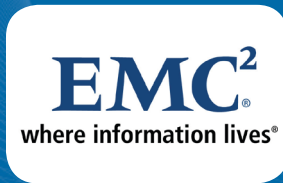
### SOLUTION

Cricket contracted WWT to design, implement and execute an efficient supply chain solution streamlining procurement, delivery and setup of IT equipment for new launch markets across the U.S. WWT customized a solution for Cricket with three equally vital components; people, processes and powerful partnerships:

#### People

As the WWT team had superior IT systems expertise as well as a variety of capabilities not available from traditional OEMs, including onsite support, integration insights and IT consulting services, Cricket employees were better able to focus on what they needed to do to support multiple store openings and better serve customers. Flexibility of the WWT team was required, adjusting to an ever changing schedule and ready to do whatever was necessary to support new Cricket retail launches.

## PARTNERS



### ABOUT WWT

World Wide Technology, Inc. is a leading Systems Integrator providing technology and supply chain solutions to customers and suppliers around the world.

Visit [www.wwt.com](http://www.wwt.com) to learn more.

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WWT provides Leap and Cricket with a single source for equipment logistics and planning that greatly improves their ability to deploy new technology assets and open more Cricket wireless stores across the U.S.

### Processes

WWT provides cost-effective logistics services to any new and existing Cricket wireless stores by utilizing multiple warehousing and distribution points strategically located across the country. As Cricket opens new stores, WWT manages purchasing, system configuration, asset-tagging and just-in-time delivery as well as onsite staging and installation of all required IT equipment. In addition, WWT's customized Equipment Planning and Logistics (e-PL) solution allows Cricket to use a simple Web-based interface to manage orders, track shipments to new stores and locate valuable IT assets online, providing enhanced visibility across their entire supply chain.

### Partners

WWT has also leveraged its longstanding partnerships with Cisco Systems, Dell, EMC, HP and others to Cricket's advantage. WWT's familiarity with all their key OEM's partner technology enables deployment and configuration of IT equipment for Cricket's new locations, facilitating an easy integration with current Cisco technology already in place, and ensuring the very best prices and turnaround time for Cricket on all new technology purchases.

### RESULTS

WWT provides Cricket with a single source for equipment, logistics and planning that greatly improves their ability to deploy new technology assets to meet their target nationwide retail launch schedule. WWT's ability to adjust to changing schedules, meet tight deadlines and provide Web-based visibility throughout the supply chain have allowed Cricket employees to stop worrying about logistics, multiple OEMs and supply chain complexities – focusing their attention on what they do best, which is serving their customers and expanding their growing wireless network infrastructure.

While many wireless service providers are laying off resources and slowing down, Cricket continues to capture market share. WWT's IT capabilities, strong technology partnerships and superior track record in supporting IT infrastructure expansion have helped support the company's momentum by streamlining deployments, order processing, configuration management and more, which also saves Cricket both time and money.

