

Supplier Diversity

“By including qualified diverse suppliers, we continue to sharpen our own competitive edge – providing Sprint with innovative solutions and ‘outside-the-box’ ideas.”

**Brian Britton**  
Supply Chain Management  
Director, Supplier Diversity

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2003 Annual Report

## Supplier Development

For 2004, one of the Supplier Diversity Department's goals is to promote existing diverse suppliers to all associates who make purchasing decisions on behalf of Sprint. Each supplier highlighted in this section brings unique and innovative ideas to Sprint. They are creating solutions to transform Sprint into the best profitable market. And Sprint knows all about transformation.

**Telcobuy.com** Sprint exemplified its commitment to supplier diversity by engaging Telcobuy's broad range of IT Reseller relationships. In doing so, both Sprint and its preferred IT OEMs leveraged Telcobuy's strength in electronic integration with customers and suppliers along with specialized customer service. With the right product configuration, the right place, the right time, and the right price, it all adds up to a win-win situation!

Telcobuy is a premier IT solutions provider and leading electronic procurement and logistics company in the information technology industry. The company specializes in helping customers rapidly build and deploy IT infrastructure and Broadband telecom technology in a timely and cost-effective manner. Telcobuy is an operating subsidiary of World Wide Technology Holding Company with revenues exceeding \$1 billion in 2003.

**EMW, Inc.** Since 1995, EMW, Inc. has served Fortune 1000 companies such as Sprint and government agencies with industry-leading expertise based on more than 30 years of experience in the telecommunications business. Their design engineers and database experts help clients improve network efficiency, security, stability, and compliancy with tools and services designed to leverage network assets and provide information in ways that are powerful and easy to use in marketing, engineering, capital development, and/or management.

They are committed to applying the best mind power and products to help our clients stay ahead of rapid changes in new generation network growth and development.

**Concept to Promotion Inc.** Concept to Promotion Inc. has been a Sprint supplier of incentive marketing services and branded promotional merchandise since 1999. They have succeeded because of their exemplary customer service, attention to detail, budget consciousness, timeliness, and relentless commitment to exceeding expectations at every turn. Providing corporate gift catalogs, trade show premiums, consumer incentives, job fair giveaways, plaques, etc., Concept to Promotion Inc. has been a full-service national incentive marketing company since 1987.

**Sprint Art Collection** Diversity is the greatest value of the Sprint Art Collection. The diversity of artistic styles, media and subject matter in the collection guarantees that everyone will find something to love, and the ethnic diversity of our artists contributes to representing a great variety of perspectives. As noted by the Sprint Office of Diversity and Inclusion, "The Sprint Art Collection plays a positive role in communicating the value of honoring a diversity of ideas. We are pleased to collaborate with the art collection's genuine efforts to foster inclusion."

## Diversity Champions

2003 marked a successful year for Sprint in its supplier diversity efforts. This year two teams of Sprint associates were recognized and awarded for their efforts to include diverse suppliers in their procurement activities.

The first team completed an agreement with a diverse supplier to provide Sprint with PC Accessories and Peripherals. Software House International, SHI, is a global procurement outsourcing company and leading business-to-business solutions provider. SHI products have been implemented as a catalog item on the Sprint Procurement Online Tool (SPOT). Savings achieved from these efforts were 5 – 7% in retail point-of-sale peripherals.



The second team scored a win for Sprint by securing a direct multimillion-dollar contract with a diverse supplier for cell site construction, which also includes A&E services and site acquisitions.

Sprint has been transformed to a customer-centric company with a winning culture focused on Supplier Diversity inclusion.

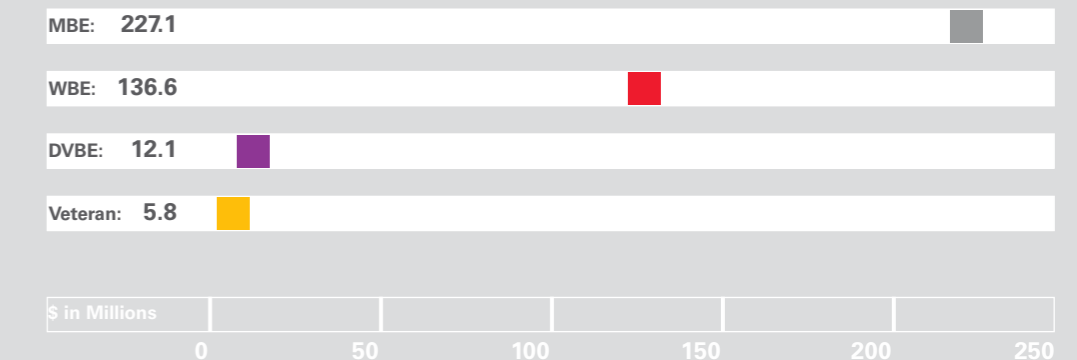
From the Sprint Art Collection:  
 Laura Cohen (México)  
*I Hold the Universe in my Hands*, 2001  
 Silver gelatin photograph  
 34" x 86"



## 2003 Spend

### Sprint Spend with Minority- and Women-owned Businesses: Annual Spend

Total Diverse Spend in 2003



Total Number of Diverse Suppliers Used in 2003

