

# Helping Sprint Customers Save Money and Capture Maverick Spend through Ariba

TRUE (W)IRELESS  
WIRELESS SOLUTIONS FOR BUSINESS

## Challenges

- Seeking new ways to help companies save money and drive the greatest efficiency from their Sprint wireless spend
- Needed to add Ariba e-commerce capabilities to satisfy request from a large customer
- Looking for greater access to new prospects as well as unique avenues to present products and services to potential customers

## Solutions

- Joined Ariba® Network and built wirelessprocurement.com, an Ariba PunchOut™ site, to provide leading procurement and spend management resources for Sprint clients
  - Joint True Wireless/Ariba solution makes it easy for wireless customers to procure Sprint products and services over the Ariba Network
  - Ariba Network capabilities automate the procure-to-pay process and provide greater spend visibility and control
- Joined the Ariba Ready™ Silver program to demonstrate e-commerce expertise and capitalize on Ariba marketing resources

## Results

- Through PunchOut site and the Ariba Network, True Wireless now offers a highly efficient, one-stop requisition-to-recycle procurement and expense management system
  - Wireless customers who formerly had to procure Sprint outside their Ariba process have been able close that gap and eliminate leakage
  - Customers can manage a greater portion of their wireless spend, reducing maverick buys and saving up to 30 percent annually
  - Pricing is continually refreshed based on most recent wireless rates
  - Automated information about upgrades, renewals, and products and services relevant to device purchases has increased chances for up-selling and cross-selling
- Large customer has realized major savings, and account traction and sales have increased significantly
- Ariba Ready Silver status provides competitive advantage when talking to prospects, especially those already procuring wireless devices/services through the Ariba Network
  - Any True Wireless customer can leverage PunchOut site at no additional cost

## Profile

Founded in 2004, True Wireless is a leading wireless management and solutions provider for enterprise, government, and small to mid-sized businesses. A top Sprint Business Solutions Program (BSP) Partner, True Wireless helps companies cut costs by effectively managing all aspects of the wireless lifecycle, including procurement, billing, deployment, helpdesk, wireless policy enforcement, telecom expense management, repair, recycling, client CRM/ERP integration, and mobile device management.

## Ariba Commerce Cloud Features

- Ariba Network
- Ariba PunchOut
- Ariba Ready Silver program

**"The combined power of our PunchOut site, unique service capabilities, and the Ariba Network makes it much easier for our customers to procure and manage wireless technology more efficiently and at a lower cost. If you're an Ariba buyer experiencing maverick spend with regard to your Sprint products and services, working with True Wireless enables you to gain more control over that spend."** Michael Fumringer, Director of Business Development, TrueWireless, Inc.

