

Prospective Supplier Inquiry Process

6 steps



www.attsupplierdiversity.com

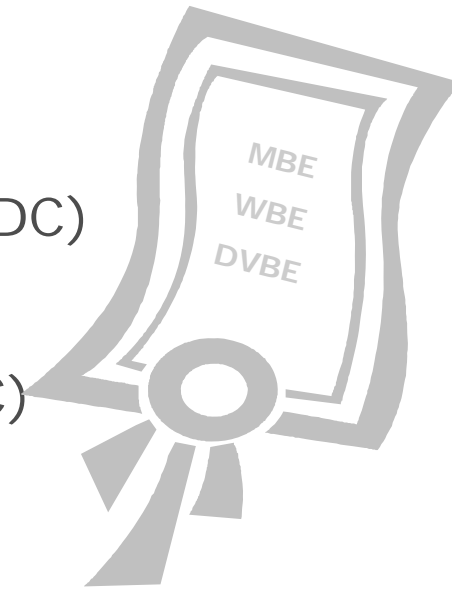
*Electronic marketing materials work best.
Attach it to your online profile.*

Certification Requirements

Minority, women, and disabled-veteran business enterprises are encouraged to be certified by an AT&T recognized third party certification agency.

Examples:

- National Minority Supplier Development Council (NMSDC)
- California Public Utility Commission (CPUC)
- Women's Business Enterprise National Council (WBENC)
- Association For Service Disabled Veterans (ASDV)
- Cherokee Nation Career & Tribal Rights Office



For a complete list of *Recognized Certification Agencies*
www.attsupplierdiversity.com

Straight Talk

1. Business development sometimes takes years
2. OEMs and EMSs are our primes
 - Most opportunities are 2nd & 3rd tier
3. Most contracts are national or regional
 - Often in place for 3-5 years
4. We are looking for long-term strategic partners
5. Some procurement categories are highly competitive; others present more opportunity—we'll give you straight talk
6. We don't post bids

Next Generation Opportunities

We work to ensure diversity suppliers are included in our new, next generation customer offerings like wireless and digital TV services.

AT&T U-verse

AT&T Wi-Fi
HOT SPOT

AT&T High Speed Internet



Checklist for Success

- Know the industry
 - Is it growing, declining, transforming?
 - Who is a current supplier and how did they do it?
- Know your market
- Know your target's culture & business plan
- Understand their supply chain requirements
- Know acquisition drivers for your product/service
 - Cost, quality, reliability, time, expertise
- Articulate your value proposition & competitive advantage
 - Distinguish yourself and provide metrics

