

## OTTERBOX CASES: CONNECTING

## T-MOBILE CUSTOMERS TO SAVINGS



**“OtterBox provides durability, security and reliability. I recommend and sell OtterBox to any industry that wants to get the most out of their devices.”**

**— Chad Sundloff,**

*T-Mobile Account Development Manager*

As one of the nation's top wireless service providers, T-Mobile USA, Inc. helps people connect with those who matter most. Businesses are using advanced smartphones from RIM, Samsung, Motorola, HTC and others on the T-Mobile network to enhance productivity. However, the benefit of communicating with these mobile devices comes with a cost, an accidental slip of the hand or bump from heavy equipment and the connection to the world is lost. That's why T-Mobile Account Development Manager Chad Sundloff recommends OtterBox® accessories to his customers.

Sundloff is saving one of his customers more than \$30,000 annually by pairing devices and service from T-Mobile with OtterBox protection. Intermountain Plantings, a landscaping company in Riverton, Utah, outfitted 120 of its employees with BlackBerry® smartphones, all protected by OtterBox Defender Series® cases.

"The OtterBox has been the best protective case solution I have found," Sundloff said. "I have many different companies that have started using OtterBox, over 100 in total. I have not had one [phone] come back from physical damage."

Before OtterBox, Intermountain Plantings was breaking about one phone per month. Since the company opted to not carry insurance through its previous provider, each device replacement cost \$350. Additionally, the broken devices took employees out of the digital loop for up to two days and, as quoted by the owner of Intermountain, would cost the company \$1,000 per incident in lost productivity.\* The total annual cost of broken devices for Intermountain before it started using the Defender Series cases was \$16,200. Since OtterBox was deployed, the company has not broken a single device. Add that to the \$18,000 in annual savings the company benefited from by switching to T-Mobile and Intermountain is saving a total of \$34,200.

"OtterBox provides durability, security and reliability," Sundloff said. "I recommend and sell [OtterBox] to any industry that wants to get the most out of their devices."

### ABOUT OTTERBOX:

Built upon fundamentals of hard work, innovation and perseverance, OtterBox is a leader in the production of premier protective solutions for global handheld manufacturers, wireless carriers and distributors.

Incorporating creativity and cutting-edge design into every product, OtterBox creates sleek and durable cases that offer reliable device protection to complement any lifestyle.

OtterBox was founded in 1998 and is headquartered in Fort Collins, Colo.

### ABOUT T-MOBILE USA, INC.:

Based in Bellevue, Wash., T-Mobile USA, Inc. is the U.S. wireless operation of Deutsche Telekom AG. By the end of the second quarter of 2010, approximately 130 million mobile customers were served by the mobile communication segments of the Deutsche Telekom group - 33.6 million by T-Mobile USA - all via a common technology platform based on GSM and UMTS, the world's most widely used digital wireless standards. T-Mobile USA's innovative wireless products and services help empower people to connect to those who matter most. Multiple independent research studies continue to rank T-Mobile among the highest in numerous regions throughout the U.S. in wireless customer care and call quality. For more information, please visit [www.T-Mobile.com](http://www.T-Mobile.com). T-Mobile is a federally registered trademark of Deutsche Telekom AG.

*\*Cost estimates provided by T-Mobile representative*

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