



## **AT&T DIVERSITY SUPPLIER – VETCO SUPPLY**

Owner: Disabled Veteran  
Location: Denton, Texas  
Website: <http://www.vetcosupply.com/>

Vetco Supply was founded in May 1998 by Troy Murphy, president and CEO. The company, headquartered in Denton, Texas, is a distributor of outside plant and central office telecom products, supplying more than 20 truck loads per year of buried service wire splice kits and ships to AT&T's traditional 13-state footprint. Additionally, Vetco provides all central office copper wire for AT&T's Southwest region.

Vetco's buried service wire splice kits allow AT&T to restore dial tone to its customers. The supplier's ongoing timely delivery of these products has helped AT&T continue to deliver excellent customer service. Vetco has a strong understanding of AT&T's ordering systems and is able to maximize issuing error free transactions, helping to limit order errors and returns, which is key to helping AT&T maintain cost savings. Only a few disabled veteran business enterprises (DVBE) have strengthened AT&T's strategic sourcing organization with value-add capabilities, cost reduction and on-time delivery – Vetco is one such supplier.

Vetco Supply reduced costs significantly with central office jumper wire, teaming with AT&T supply chain managers to standardize part numbers and reduce ordering errors. Product returns were greatly reduced and AT&T's savings exceeded \$100,000 per year. The supplier also has a lifetime 99 percent on-time delivery rate and 99.7 percent invoice accuracy, two key performance metric accomplishments.

Vetco's initial involvement with telecommunications included working with manufacturers to achieve product approvals and standardization requirements for AT&T. As part of AT&T's Supplier Diversity Programs, several AT&T prime suppliers mentored Vetco on business operations, such as invoicing and monitoring metrics, as well as on meeting the telecom industry standards. AT&T's Prime Supplier Program encourages AT&T's large manufacturers to build capacity in smaller, diversity businesses. Vetco has been a valuable part of AT&T's supply chain and has been able to withstand the changes within the telecom industry over the years.

AT&T is a founding sponsor of the UCLA Anderson School of Business' Management Development for Entrepreneurs (MDE) Program, which assists small diversity businesses in improving their business acumen and competitive position. Leading experts teach theory and application in courses covering financial management, quality certifications, marketing strategies, improving IT infrastructure and more. Troy Murphy is a graduate of this program; and several other DVBE firms have taken advantage of AT&T scholarships and have also graduated from the program. "[The Management Development for Entrepreneurs Program] was of tremendous benefit to me and the business. I have applied many lessons learned already. We are very pleased to have been able to participate and are very grateful to AT&T for making it possible for us."