



MTI SUPPORTS CRICKET IN RETAIL AND SERVICE

Customer Case Study: Cricket Wireless

cricket™

wireless

CUSTOMER:

Cricket Wireless

INDUSTRY:

Retailer of Consumer Electronics



BACKGROUND

MTI has recently been selected as the primary security supplier of devices in both Corporate and Dealer stores. Up until 2015, MTI was not being used in any Cricket store locations. We are converting all Corporate stores to Micro and that will be completed by end of 2015. The Dealer locations have just started to be converted and that will continue into 2016.

TIMELINE

2015

- Selected as security partner for all Corporate and Dealer conversions, as well as new store openings.
- Completing all 152 Corporate Store conversions
- Starting to convert Dealer locations and will complete ~60 in 2015
- New Store opening are receiving MTI security starting in November

RESULTS

Geo View:

- MTI provides all security for any Cricket refreshes or new store openings. MTI is a preferred service partner for security support as well as technology and project initiatives

Engaged Opportunities:

- Retail Merchandising:
 - Corporate Store refresh (152 locations)
 - Dealer refresh (3000+ locations)
 - New store openings (800+ locations)
- ArmorActive:
 - Piloting ETL POS solution in Q2
- Service:
 - Q3 and Q4 programs being completed in 2015
 - Preferred partner moving into 2016

Growth:

- Kiosk installations (Service)
- ETL rollout to all stores