

# Supplier Alliance Day Rewards Excellence

By Jim Hinckley

## AwardWinners

### Tellabs 2007 Supplier Alliance Award Winners



**SUPPLIER OF THE YEAR:**  
**TEXAS INSTRUMENTS**

**OTHER RECOGNITION:**

**SIMCLAR**  
**ALTERA**  
**SOURCE PHOTONICS**  
**OPLINK**  
**CYBERPOWER**

John Brots (Tellabs), Matthew Mogg, Steve Kelley and Steve Parks (Texas Instruments), and Joelle Prather (Tellabs).

The second annual Tellabs Supplier Alliance Day, held October 3 in Dallas, was all about developing relationships, reviewing priorities and celebrating successes. The event was attended by about 120 representatives of Tellabs preferred suppliers.

"Our suppliers are absolutely critical to our ability to compete in today's market," said Joelle Prather, vice president of global sourcing. "We launched our Supplier Alliance program in 2005 to ensure that Tellabs selects, connects with, leverages, measures and rewards our suppliers as effectively as possible."

Besides serving as a forum for Tellabs to share news and 2008 goals with suppliers, the event emphasized the importance of quality in two major ways:

- The global sourcing team announced a new initiative to motivate Tellabs suppliers to become TL9000-registered in 2008. The

TL9000 designation is granted only to organizations that meet the rigorous quality standards set by the QuEST Forum, which is the industry's leading advocate for quality in components, products and services.

- An awards dinner recognized top-performing suppliers in 2007 in six key categories: Quality, Technology, Delivery, Responsiveness, Total Cost and Supplier of the Year.

"We are proud to honor Texas Instruments as Tellabs' Supplier of the Year," said John Brots, Tellabs executive vice president for global operations, who presented the award. "TI has consistently provided us with outstanding service, proving its strategic role in Tellabs' success."

"This award is recognition of TI's focus on customers, and we are delighted to be recognized by Tellabs for our efforts," said Steve Kelley, vice president of TI's standard linear and logic business. "We continually strive to provide a high level of support to all of our customers and are pleased that our partnership helps Tellabs achieve success in the industry."

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