Stanford eCorner

Partnering With Customers Who are Competitors

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Launching the product with T-Mobile helped get the product out on the market and got others interested in the technology, making it easier for Danger to acquire other partners. Still, it was important for Danger not to be seen as a outsource development shop of T-Mobile and so they took steps to maintain control.

Transcript

We found it easier. And I'm not sure if it, so we partnered with T-Mobile and then we launched... how long after we partnered with them? A year? Yeah about a year after we partnered with them, we launched the products. So I think partnering with them helped us with other carriers, I think launching with them helped us with other carriers because our was out there they saw the company behind our product and they saw what our product can do. And you know, instead of us calling a bunch of people on sales prospects our phone started ringing. So it's just a different mode, a different evolution of the company from a phase. But I'm not sure if I understand maybe that you're asking to what extent does a company gets so branded? Oh, that's the T-Mobile guys. I don't know if that's going to answer your question. I think that we had other investors, we had other carrier investors as well, which was important to us to make sure we're not just the T-mobile outsource and development shop. And it's something that we'd be mindful of, but the data center, we house our own data center.

We took a lot of steps to make sure that we maintained a lot of control even though that it is a valued partner that we weren't really just becoming a part of them. And I think of other customers saw that and understood our architecture and our direction that it wasn't sort of just to work on their whim alone.