



## Stanford eCorner

### What To Do When Partners Demand Exclusivity

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Video URL: <http://ecorner.stanford.edu/videos/1144/What-To-Do-When-Partners-Demand-Exclusivity>

T-Mobile realized early on that it was in their best interest that Danger become as successful as possible. Therefore, they did not demand exclusivity and instead were very reasonable in the contract negotiations.



#### Transcript

In terms of the exact nature of the relationship, customers ask for all kinds of things that amount to preferences and there are ongoing negotiations around that. But I think that T-Mobile realized pretty early on and continues to realize today that they want us to be as successful as possible. So there is a balance between them wanting to get everything, and pushing through some stuff in that way, but they also want to make sure that we are successful and there are a lot of device manufacturers out there and that kind of a thing. So I think they drew a pretty reasonable line in terms of not asking us to give them everything and give it only to them. So, they were good about that and continue to be that way.