

T-Mobile pitch deck wireframe & elements

Section	1. Legal	2. Introducing T-Mobile ambition	'Enabling Magenta'	4.1 Unpacking Our outcomes	4.2 Unpacking Our outcomes
Elements	Legal Notice	The Challenge	What magenta is all about	1. Unified	2. Collaborative
		Introducing our vision for T-Mobile (how Smartsheet can help T-Mobile deliver on its ambition)	How Smartsheet can 'enable Magenta': introducing our solution's outcomes vis-à-vis T-Mobile business and operational priorities	Persona-specific slide	Persona-specific slide
				Key Outcomes / benefits	Key Outcomes / benefits
	4.3 Unpacking Our outcomes	5. Smartsheet for T-Mobile	6. Closing Slides		
	3. Agile	Welcome to modern work management	Ogilvy quote		
	Persona-specific slide	Proven results	Special Olympics quote		
	Key Outcomes / benefits		Charter Communications quote		
			Let Smartsheet join in your mission		

Smartsheet for T-Mobile

Summer 2022

T-Mobile |  **smartsheet**



"I'm focused on making T-Mobile No. 1 in customer choice and No. 1 in customer hearts.... The only way we make that happen is with an amazing culture and employees."

Mike Sievert, CEO
T-Mobile

Source: [425 Business](#)

Winning customer hearts requires the ability to navigate change at speed and act as one



Siloed systems and traditional tech stack can stand in the way

95%

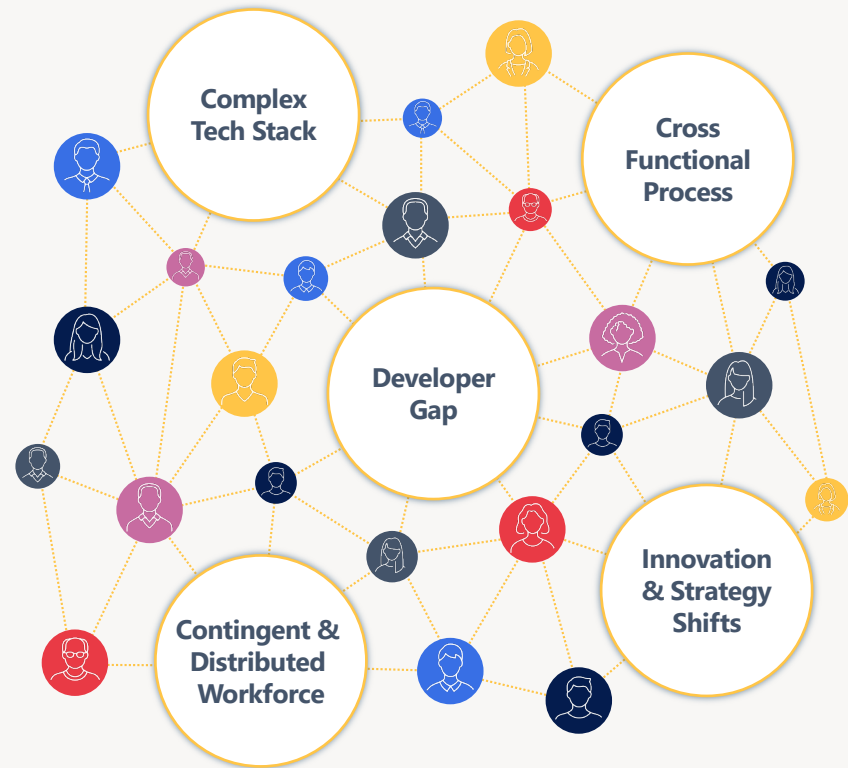
organizations lack a complete view of work¹

88%

of complex projects fail to adapt to changing strategy²

84%

of employees are disengaged³



**We can empower your
teams to react at the
speed of business and
deliver the industry's best
customer experiences**

We call it

Enabling Magenta

It's unique love for the customer that sets T-Mobile apart.

By putting the customer first, T-Mobile strives
to be one of the most-loved brands in the world.

It's what Magenta is all about.

Putting both consumer and business customers first means

Continuing to provide the fastest, biggest, and most available 5G network

Enabling adoption of emerging tech

Continuing to invest in smart partnerships that drive innovation

Providing a secure, protected environment

To do all of that T-Mobile needs to remove archaic siloed systems, further advance their integration, and

**deliver bigger synergies
across the organization.**

Smartsheet for T-Mobile

Enable Magenta through a unified, collaborative, and agile platform that transforms siloed teams and fosters collaboration to deliver actionable business outcomes.

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Enabling Magenta



To embed Magenta
across the organization,
T-Mobile needs the agility to
continuously reshape the role
you play for customers.

Enabling Magenta

Empower your people with an environment that is...



Unified



Collaborative



Agile



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Unified

Legacy tools are ineffective in today's digitally transformed world. Reduce tool sprawl and provide the capabilities everyone needs with a **single, unified platform.**

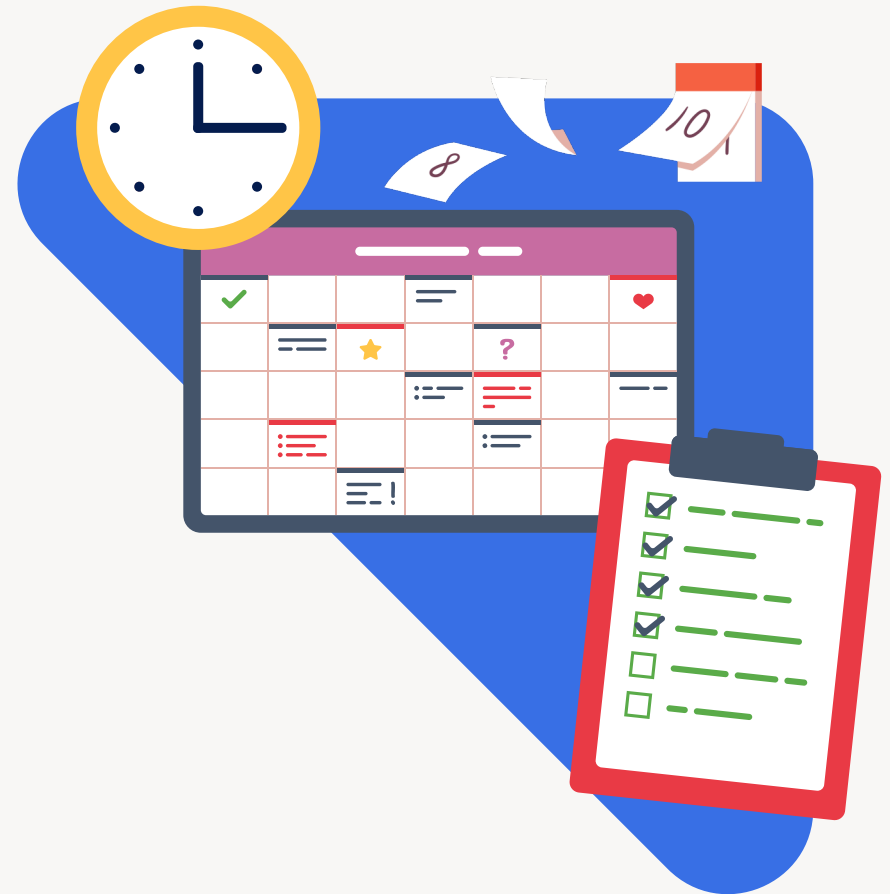


Disparate tools are ineffective in addressing the increasingly complex projects.

Unified workflows provide **seamless, end-to-end management and real-time visibility.**



Replace decentralized, varying, and democratized tools with a single platform to **connect the enterprise and allow teams to deliver the dynamic work that drives the business.**



The power of unified workflows

Accelerate organizational alignment, share best practices, and foster innovation through a single source of truth.

The Smartsheet outcomes of unified workflows

- Move from incompatible, disparate systems, and third party protocols to a unified system tailored to its users that **simplifies operations, saves time, and reduces deadline risks.**
- Work from one place with the same data set. Multiple T-Mobile teams can access, update, and save data in real-time, and always have the most **current information at their fingertips.**
- Trust best-in class centralized admin controls and proven security reduce risk and provide both **control and peace of mind.**

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Collaborative

Smartsheet provides employees with the tools they need to **collaborate, plan, and build** solutions that drive next-generation change for T-Mobile.



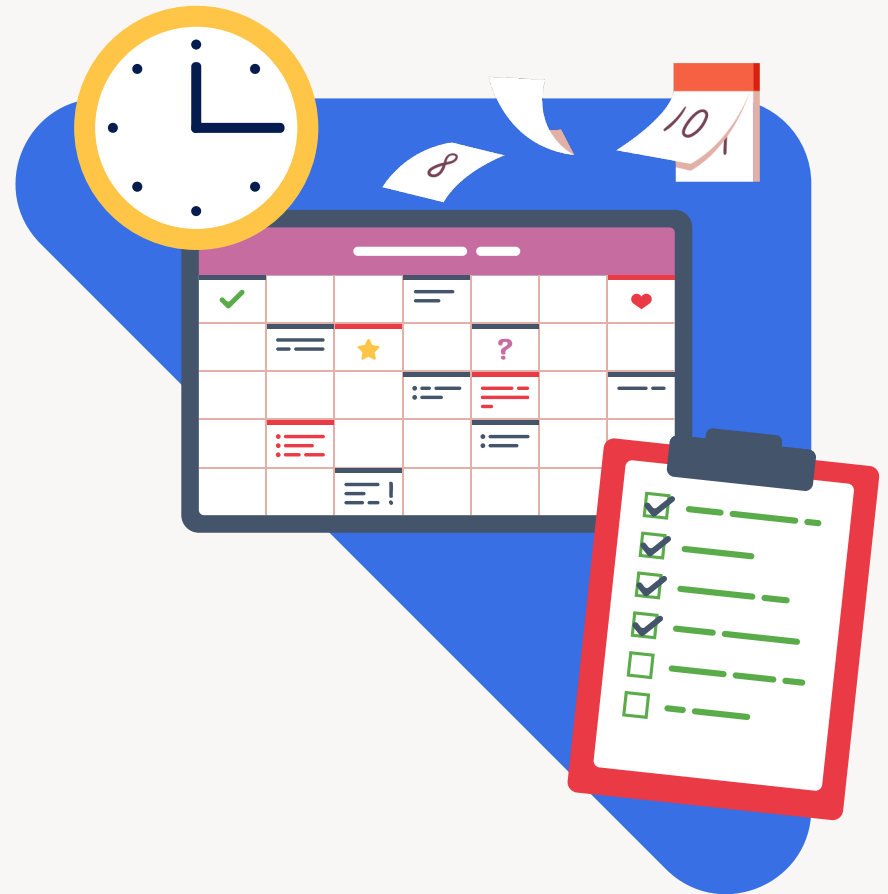
Share, collaborate, connect.

Frictionless sharing eliminates silos and brings people together.

It's easy for collaborators — whether inside or outside of the organization — to **work together as a team**, no matter the challenge, wherever they're working.



Whatever challenges come your way, you can bring together the right people, at the right time, wherever they are, so everyone can **collaborate transparently and execute at speed.**



The power of collaboration

Connect teams, processes,
and workflows to **respond
to customers' expectations**
for an ever-evolving,
seamless experience.

The Smartsheet outcomes of collaborative workflows

- Provide a **single collaborative platform** everyone can use for process improvements and change management with consistent best practices.
- Allow an infinite number of external collaborators to **communicate in real time, share files, and set alerts and reminders.**
- Proactively **monitor projects, align timelines, and empower teams to collaborate** using one accessible platform.

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Agile

Smartsheet offers a solution flexible enough to **adapt to the ever-changing demands of mobility** and evolves with the nature and scale of any initiative.



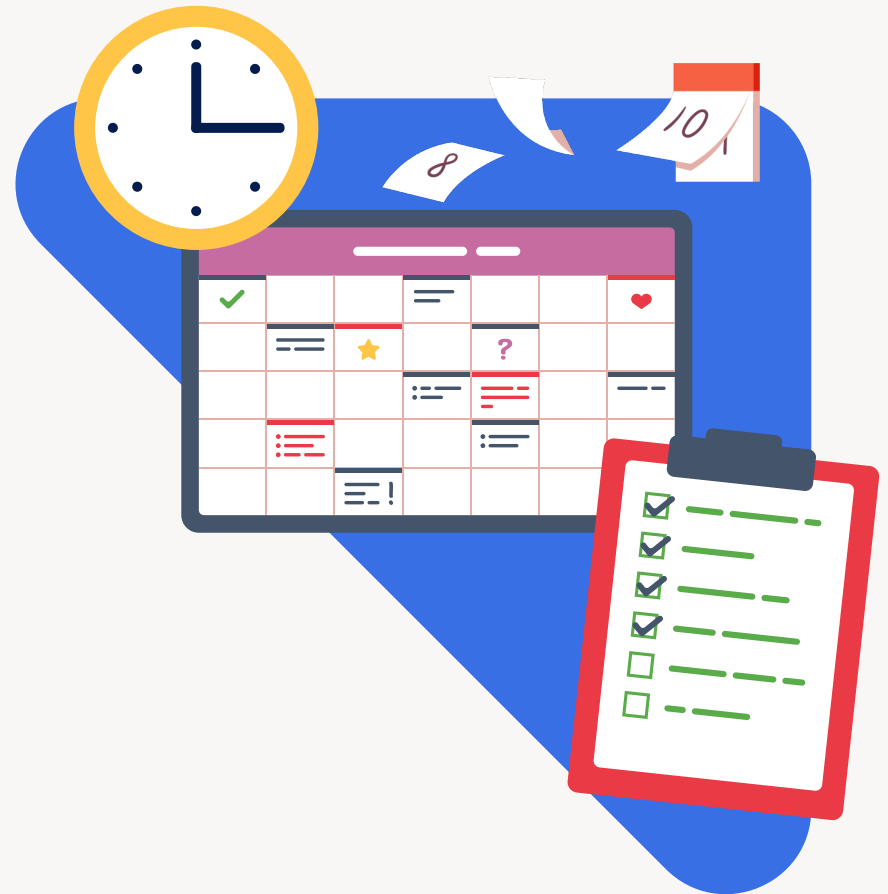
Teams can **react in real-time to market changes, make decisions faster, and quickly adapt** to customers' rapidly changing needs.



Work changes quickly, and so does Smartsheet.

An intuitive user interface, pre-built widgets, and flexible templates create a **streamlined, agile, and adaptable way for people to work.**

With no code needed, even novices can create complex processes.



The power of agility

Increase operational performance
and accelerate time to market with
a platform that adapts in real time
to dynamic work.

The Smartsheet outcomes of agile workflows

- Maintain and **improve the customer experience** with streamlined processes and quick delivery times.
- Gain **flexibility, simplicity, and ease of use** to deliver complex projects quickly.
- Trust built-in automation to **remove lengthy, tedious manual work** and improve staff retention, productivity, and happiness.
- Provide a secure, single sign-in environment and **flex to the changing needs of dynamic work**.

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Smartsheet for T-Mobile

Welcome to modern work management

Flexible



Gain agility and flexibility across single projects and multi-faceted, company-wide initiatives.

Scalable



Scale with confidence and achieve value as business requirements evolve.

Robust



Work the way you work and integrate with software you already use.

The power of Smartsheet



Deliver
projects
faster



Scale the
team at
the right
time



Forecast
and
prioritize
pipeline



Drive
more
revenue



Retain and
engage
employees



Reduce
security
risks

Proven results

680%

ROI over
three years

6 mo.

Payback
period

80%

Less time spent on
project, portfolio,
and program
setup

75%

Less
reporting time

2022 Forrester Consulting Study: Total Economic Impact of Smartsheet

"It's enabled us to effectively plan talent and skills to the scale and complexity of our work, while providing real-time data and insights into **how we're making a positive impact for our business.**"

Ian McLellan

Worldwide Head of Program Management

Ogilvy

**"We are saving time, money,
and manpower.** We're able to stop
duplicating processes and start
collaborating on the same process."

Laura Jones
Director of Project Management



Special Olympics

"Smartsheet gives us all the ability to work from one place with the same data set and to have multiple people in there accessing, updating, and saving data, and always having the most current information set."

Jessika Thompson

Project Manager and Solutions Architect



"I needed a tool that featured a **low barrier to entry**, something that could get off the ground quickly, and it needed to scale. When I gave Smartsheet another look, it was a match. After buying three licenses on a business plan, **suddenly I had full visibility across the company.**"

Tana Perkins

Senior Director of Mobile Product Delivery

Charter
COMMUNICATIONS

Let Smartsheet join
you in your mission to
**bring Magenta
to world of
mobility.**

T Mobile

✓ smartsheet