

The opportunity for small cells in commercial premises

www.smallcellforum.org

What do people want from mobile devices at work?



The market

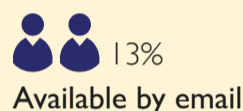


40% of all U.S. consumers who work for



use their personal smartphone for some kind of work *Gartner, 2014*

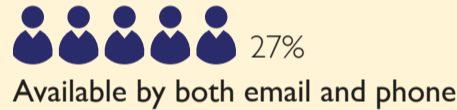
What percentage of people expect to have 24/7 accessibility for work? *(Cisco Report, 2014)*
57% expect to be available



13% Available by email



17% Available by phone

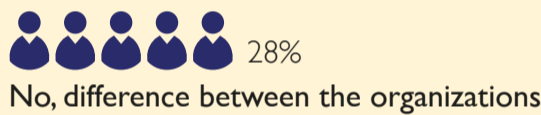


27% Available by both email and phone

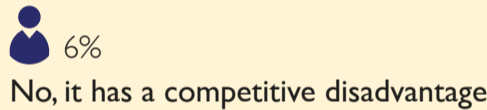
What percentage thinks the flexible, remote work model gives a competitive edge? *(Cisco Report, 2014)*



66% Yes, it has a competitive advantage



28% No, difference between the organizations



6% No, it has a competitive disadvantage



Reliable connection

MORE IMPORTANT THAN



Cost Security Visibility

NetMotion Wireless Report, 2014

More business calls are now made from mobile than fixed devices
Ofcom Report, August 2014

What are the opportunities?

Small cells provide businesses and building owners with reliable, high-speed cellular coverage

87% of companies said they would switch operators if they could be guaranteed better coverage in their buildings *(Alcatel-Lucent / Real Wireless, 2014)*

Small cells can integrate with office infrastructure and security systems

What are the most common user complaints you receive regarding cellular data deployment? *(NetMotion Wireless Report, 2014)*

22.4% Trouble accessing corporate networks and applications

Small cells provide a secure interface for calls and data transfer

What are your concerns regarding your cellular data deployment? *(NetMotion Wireless Report, 2014)*

17.6% How to make it more secure (second highest concern)

Small cells can enable new services for both staff and customers

Spending on mobile enterprise business apps will more than double from **\$26 billion in 2012** to **\$53 billion in 2017** *(Strategy Analytics, 2014)*

If you've got a phone, you've got an office – and a shop floor, a warehouse, an HR department, a delivery fleet, a board room
Keynote.com, 2014

How Small Cell Forum is supporting commercial premises deployments



- Release Two: Enterprise addresses enterprise deployments
- The business case for deploying small cells in commercial premises
- All of the key deployment challenges were identified and addressed
- For more information www.scf.io