

Customer satisfaction – The Neutral Host way

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CommScope

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CTO

Freshwave

Taking the complexity out of connectivity



2000+ systems deployed
(DAS, indoor & outdoor small cell,
private network)

Only neutral host with
contractual relationships with all
four UK MNOs

Only neutral host delivering
ONECELL RP5000



What do the mobile network operators say?



"Vodafone have been working with Freshwave since 2015 with excellent results. Small cells are a key part of our strategy and we encourage innovations like this, it is fantastic to see a business open up a new route to market and service in our industry."

**Mobile Network Director
Vodafone UK**



"At EE we want our customers to have excellent connectivity wherever they are. Freshwave demonstrate an excellent design, build and operational capability, which is vital for us when deploying our network connectivity into buildings."

**Technology Director
EE & BT**



"Virgin Media O2 embraces new technology and innovation and love the solution brought by Freshwave, we are looking forward to further developments in small cells and are sure these will play a vital role in our future network development."

**CTO
Telefonica UK**



"Our goal is to eliminate mobile blackspots. We have chosen to partner with Freshwave to provide deep indoor coverage into buildings, enabling our customers to make calls in places they have not been able to historically."

**CTO
Three UK**

COST

DELIVERY

PERFORMANCE

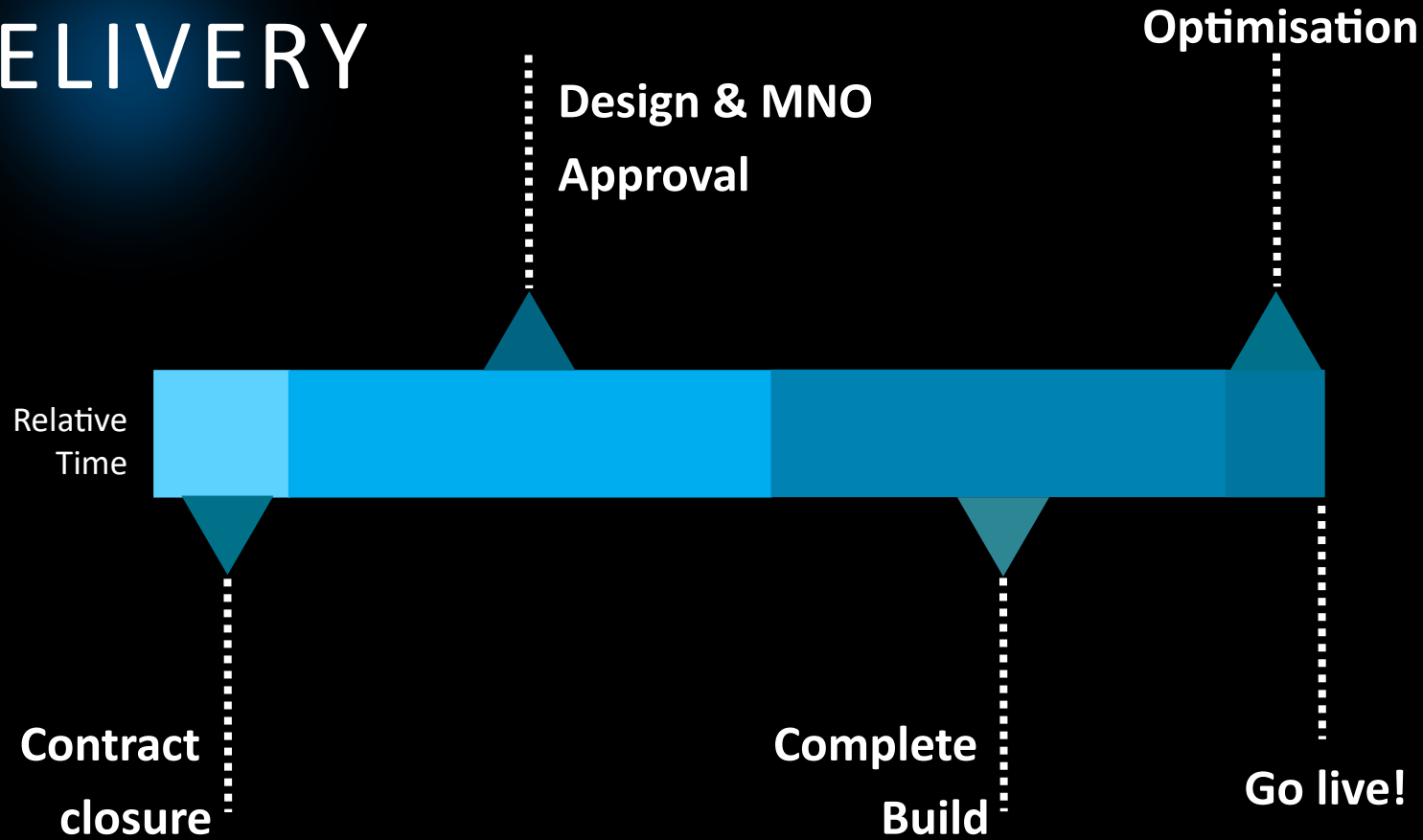
SUPPORT

COST

- SYSTEM SHARING = LOWER COST
 - Fewer contracts to manage
 - Reduced Hardware
 - Reduced Cabling
 - Reduced Switching
 - Reduced power consumption
 - Reduced cooling requirements
 - Improved ESG Credentials
 - Improved productivity
 - Improved resilience (Network fallback)



DELIVERY

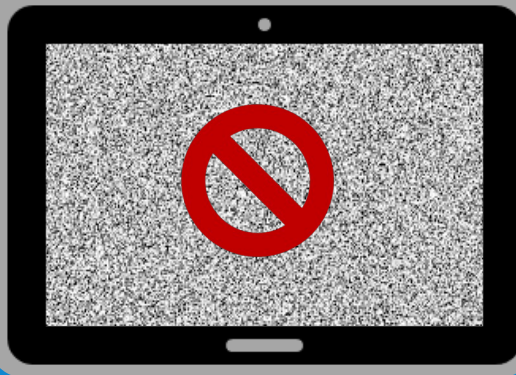


- Operator contracts in place, Trusted partner status
- Backhaul to operators already in place
- Fronthaul is shared or public
- Common design for all MNO's
- Pre-deployed cabling
- Self-deployed/managed basebands
- Common Radio plan for all sites
- More flexibility on 'boiler plates'

Small Cell Target <24 weeks, contract to live

PERFORMANCE

Non-Neutral host



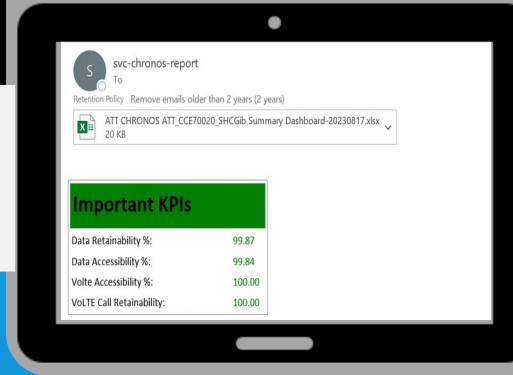
**Neutral
Host view**

**Enterprise
View**

Neutral host provided solution



Unique Access for NH
Complete Site Information
KPIs with History
Alarms with History



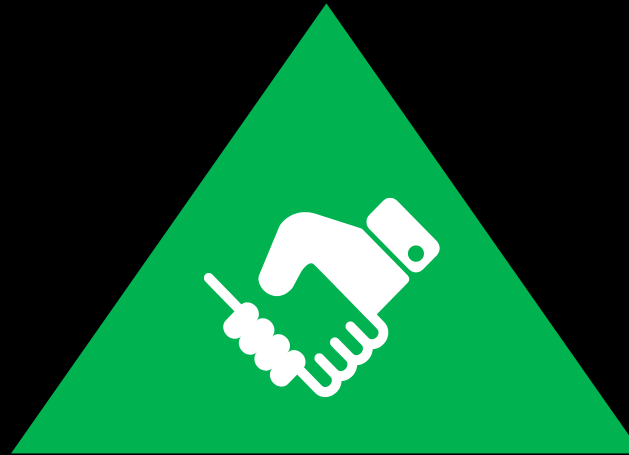
Daily Dashboard
Quick Access to Detail
(Limited)

Neutral hosts can provide unique visibility of key performance indicators

SUPPORT

Recognising different customer support requirements

Hospitals have different requirements to enterprises
Co-located, common spares holding
Costed redundancy options
Support pricing flexibility: 9-5, Mon-Fri, 24x7?



Contracted service

Common SLA's for e2e, 4 MNO service
Regular customer reviews
Customer system visibility
Single interface for Multi-operator sites

Single management interface

Faster incident response
Improved 1st/2nd line knowledge
Smoother integration/commissioning

Pioneering turn-key delivery through collaboration



BLOOM
CLERKENWELL



Thank you

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