

# RELIABLE INDOOR COVERAGE AND CAPACITY FOR BUSINESS

DEFINITION

Small cells for:

**GENERALLY INDOOR** premises-based deployment beyond home office;  
**PRIMARILY COVERAGE DRIVEN** with a need for high reliability; **BUT**  
in many cases **CAPACITY** will also be important; **AND**  
may involve **MULTIPLE PARTIES** (for service, site, facilities)

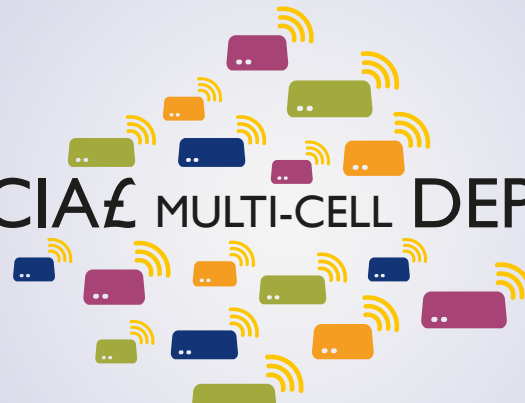


THE MARKET

- enterprise buildings • small offices • hotels •
- partnership between operator and customer
- variety of business models and opportunities

THE OFFER

## COMMERCIAL MULTI-CELL DEPLOYMENTS



### PRIMARY DRIVER FOR ENTERPRISE

- ✓ Improved mobile voice coverage and quality

### SECONDARY DRIVERS FOR ENTERPRISE

- ✓ Greater staff mobility
- ✓ Cost savings
- ✓ Single network
- ✓ Internal communications security
- ✓ Complements Wi-Fi
- ✓ Business efficiencies
- ✓ Enhanced services

### PRIMARY DRIVER FOR OPERATOR

- ✓ Increased usage and customer loyalty

### SECONDARY DRIVERS FOR OPERATOR

- ✓ Revenue/demand growth
- ✓ Stronger customer relationship
- ✓ Network management opportunities
- ✓ Reduced churn
- ✓ Lower retention costs
- ✓ Macrocell offload
- ✓ Service opportunities

## DEPLOYMENT MODELS


CLV = Customer Lifetime Value

**Medium-sized UK enterprise**  
180 employees • Three storey building

**OPERATOR BENEFITS** CLV nearly trebles, reduced pressure/cost savings on the macrocell network

**ENTERPRISE BENEFITS** Cost savings, PBX replacement, greater business efficiencies

**KEY RESULTS**  
ROI for operator: **1058%**  
ROI for enterprise: **61%**  
**PAYBACK PERIOD FOR BOTH OPERATOR AND ENTERPRISE** Within one year




**Large business**  
6000 employees • Multiple premises

**OPERATOR BENEFITS** CLV doubles or trebles

**ENTERPRISE BENEFITS** Cost savings, greater business efficiencies

**KEY RESULTS**  
ROI for operator: **2367%**  
ROI for enterprise: **135%**  
**PAYBACK PERIOD FOR BOTH OPERATOR AND ENTERPRISE** Within one year




**Small business**  
15-20 employees

**OPERATOR BENEFITS** Fast payback, simple set-up (one or two cells), opportunity for enhanced services

**ENTERPRISE BENEFITS** Enhanced coverage and quality

**KEY RESULTS**  
ROI for operator: **397%**  
ROI for enterprise: **21%**  
**PAYBACK PERIOD FOR BOTH OPERATOR AND ENTERPRISE** Within one year




**Major hotel**

**OPERATOR BENEFITS** CLV more than quadruples, driven by opportunities for enhanced services, roaming and international customer usage

**ENTERPRISE BENEFITS** Cost savings, greater business efficiencies, improved service to customer

**KEY RESULTS**  
ROI for operator: **575%**  
ROI for enterprise: **190%**  
**PAYBACK PERIOD FOR BOTH OPERATOR AND ENTERPRISE** Within one year




**Large hospital**

**OPERATOR BENEFITS** Modest, but CSR and reputational advantages

**ENTERPRISE BENEFITS** Cost savings, greater business efficiencies, patient approval

**KEY RESULTS**  
ROI for operator: **22%**  
ROI for enterprise: **53%**  
**PAYBACK PERIOD FOR OPERATOR** Within six years  
**PAYBACK PERIOD FOR ENTERPRISE** Within one year




**Retail chain**

**OPERATOR BENEFITS** CLV doubles, reduced costs on the macrocell network

**ENTERPRISE BENEFITS** Cost savings, greater business efficiencies, marketing opportunities

**KEY RESULTS**  
ROI for operator: **321%**  
ROI for enterprise: **719%**  
**PAYBACK PERIOD FOR BOTH OPERATOR AND ENTERPRISE** Within one year



## KEY DOCUMENTS

- SCF 102 Enterprise: Overview
- SCF 065 Enterprise reference scenarios
- SCF 066 Enterprise SON use cases
- SCF 067 Enterprise small cell network architectures
- SCF 069 Enterprises and multi-operator small cells
- SCF 078 Backhaul for enterprise small cells: A topic brief
- SCF 079 Deployment issues for enterprise small cells

