

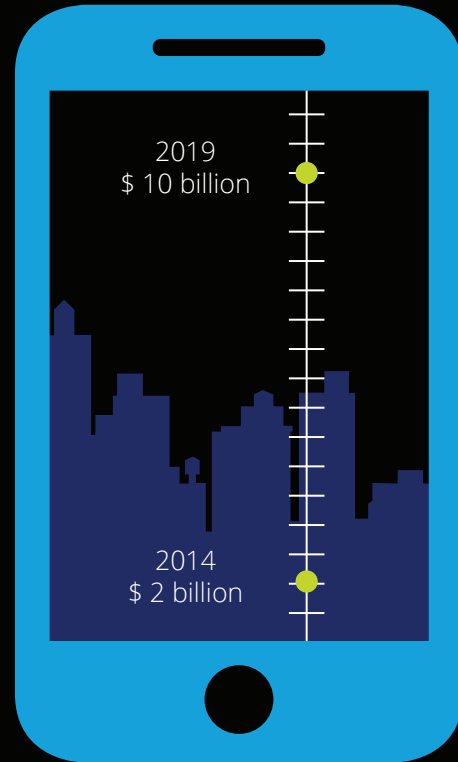
Small Cells: Big impact on seamless connectivity

Why small cells now?

Achieving advances in capacity and network speed will require densification of networks consistent with a 5G strategy over both licensed and unlicensed spectrums—to patch coverage holes, to optimize signal strength, and to increase capacity to meet consumer demand.

Globally **10+million** small cells have been deployed so far.

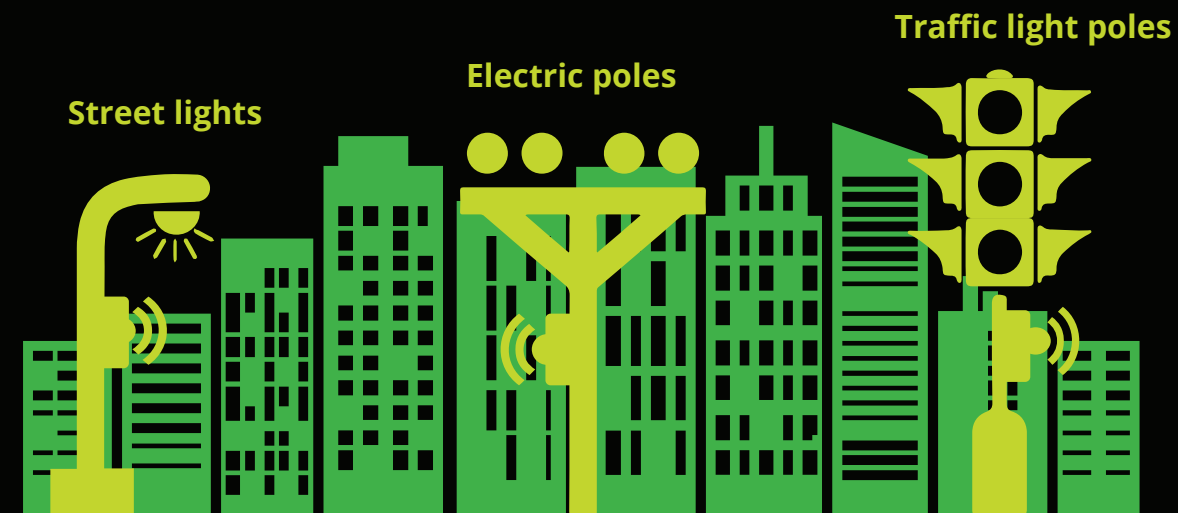
The demand for network densification is only going to increase exponentially in the future. Small cell equipment market revenue was around \$2 billion in 2014 and is expected to approach \$10 billion by 2019.



Impact on network design

Shifting from a “macro tower only” mindset to a “connect everything” mindset will require looking beyond conventional ways of thinking about network design and engineering, site selection, and deployment.

Small cell deployed on



Evolving organizational capabilities

The processes and tools for overseeing conventional network deployment and rollout might not work so effectively in the new era of small cells.

A diverse and potentially new set of capabilities will be needed, such as process automation, mobile apps to support field workers, regulatory processes, and real-time performance monitoring and analytics.



How innovation helps

Small cells offer the potential of providing speeds that pave the way for wireline broadband substitution and enable the creation of a mesh network, offering direct connectivity to the rapidly growing number of Internet of Things (IoT) devices.

