



Contact iGR

Iain Gillott

(512) 263-5682

[iain@iGR-inc.com](mailto:iain@iGR-inc.com)

**FOR IMMEDIATE RELEASE**

## **New iGR study examines demand for Enterprise Femtocells in U.S. corporations**

***Includes survey of IT managers in large U.S. companies***

**AUSTIN, Texas, December 4<sup>th</sup>, 2013** – Since a great deal of mobile phone usage happens indoors, mobile operators are looking to small cells as a way to solve in-building coverage/capacity issues. The opportunity for small cells in the enterprise is substantial regardless of whether or not a company has a bring your own device (BYOD) policy. iGR's latest study forecasts the enterprise small cell market, including picocells and enterprise femtocells, among U.S. companies with more than 500 employees.

iGR conducted a multi-client study in September and October 2013, including a survey of enterprise IT managers at U.S. companies with more than 500 employees conducted via the Web. The study looked at the need for improved in-building mobile coverage in large enterprises, the current mobile environment (including which mobile operators are used by employees), and the demand for picocells in the enterprises.

iGR found that there are two basic strategies – aggressive or defensive – that mobile operator incumbents or new entrants could adopt with regard to picocells. For example, the incumbent providers of cellular service for businesses could deploy picocells in the enterprise as a way to prevent churn. Conversely, mobile operators with a minority share of the market could use an aggressive, picocell-led strategy to disrupt the enterprise market for cellular voice and data service and gain subscribers.

“U.S. large companies represent a significant opportunity for small cell solutions, both for vendors and mobile operators,” said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. “However, there are significant obstacles in this segment and it is clear from this new study that the vendors must provide the correct combination of small cell features and deployment and operating model to be successful. By sizing the market with a bottoms up approach and interviewing IT managers in major U.S. corporations, iGR has been able to forecast this complex market.”

The new study also identified:

- Critical features for the small cell product for this target market
- Installation requirements for the picocell in the enterprise
- Target market for the picocell product
- Maintenance and support requirements for the enterprise picocell
- Demand and opportunity for picocell-as-a-service in the U.S. enterprise
- Preference for the various mobile operators among U.S. enterprise customers
- Integration opportunities for picocells and various other enterprise business systems
- Impact of BYOD on the demand for the small cell
- Forecast for installation of picocells in the U.S. enterprise
- Current use of and plans for upgrading WiFi Network
- Awareness of picocells
- Interest in picocells
- Small cells already deployed
- Willingness to deploy small cells
- Mobile operator churn due to small cells
- Willingness to churn due to improved in-building coverage
- Cellular billing options and preferences
- All-wireless strategy consideration
- Enterprise picocell market sizing
- Upsell potential from picocells
- IT budget/spending
- Cellular budget/spending.

For additional details on the study and the methodology used, contact Iain Gillott at (512) 263-5682 or at [iain@iGR-inc.com](mailto:iain@iGR-inc.com).

### ***About iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its thirteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).