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**FOR IMMEDIATE RELEASE**

## **New iGR study shows strong demand among Enterprises for Managed Services based on Small Cells**

***Study, sponsored by Cisco, Intel and SpiderCloud Wireless, is available for free download on the iGR website***

**AUSTIN, Texas, August 12th, 2015** – As more people use their mobile devices in the workplace, there is an opportunity for the mobile operators to offer cloud and mobile managed services to enterprise IT to ease the management of corporate and mobile solutions.

To understand the demand and opportunity for managed services based on enterprise small cells, in late May of 2015 iGR, a market research consultancy focused on the wireless and mobile industry, fielded a web-based survey of enterprise IT managers in medium- and large-sized U.S.-based enterprises. The resulting study, which was sponsored by Cisco, Intel and SpiderCloud Wireless, provides an analysis of the awareness and interest in managed services for enterprise small cells.

The sponsored study focused on the following managed services based on small cells:

- Unified Communications
- Mobile device management
- Mobile and PBX Integration
- Web Filtering
- Firewall Services
- Policy Services
- Wi-Fi as a Service
- Context/Location Services.

The study found:

- Awareness of enterprise small cells was very strong among the survey respondents. iGR believes that ground-up education is no longer required and that the enterprise is now

primed for wide-scale deployment of enterprise small cells to meet in-building communication needs.

- There was strong interest from enterprises of all sizes in all of the mobile management services.
- Among larger companies, the main driver for using managed cloud services was to reduce costs.
- One of the major critical success factors for deploying mobile management services as a cloud solution is the ability for the enterprise to retain control of their employees, devices and environment.

“Our new study found that there is a strong interest among enterprise IT personnel in deploying managed mobile services based on small cells,” said Iain Gillott, president and founder of iGR. “As long as IT managers retain control of their environment, they are interested in managed services as a way to decrease capital expenses and overall costs.”

iGR’s new sponsored market study, [The Potential for Small Cells Infrastructure-as-a-Service in the U.S.](#), provides an analysis of the interest and awareness of managed services for enterprise small cells. Additionally, the study includes a five-year forecast of both the total addressable market and the revenue from actual adoption of enterprise cloud-based small cell services.

The following key questions are addressed in the new research study:

- Why are enterprises interested in small cells and services based on small cells?
- Why are enterprises interested in moving to the cloud?
- What types of cloud services are currently being used by enterprises and what are the perceived benefits and challenges of the cloud services?
- What is the awareness and interest in managed services based on enterprise small cells?
- Do IT managers prefer managed services to be provided via an in-house solution or a cloud service?
- What roles do enterprise IT departments play in mobile device management?
- What is the total addressable market for enterprise cloud-based small cell services over the next five years?
- What is the forecasted revenue from actual adoption for enterprise cloud-based small cell services over the next five years?

The information in this market study will be valuable for:

- Mobile operators
- Enterprise technical personnel
- Small cell vendors
- Mobile device vendors
- System integrators
- Mobile software and application developers
- Financial analysts and investors.

The new report, which was sponsored by Cisco, Intel, and SpiderCloud Wireless, can be [downloaded for free](#) directly from iGR’s website at [www.iGR-inc.com](http://www.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 in its fifteenth 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 wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; 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).