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New iGR study forecasts the amount of mobile data used by U.S. workers over the next five years

Mobile data usage in the workplace affects the need for in-building wireless solutions, such as small cells

AUSTIN, Texas, October 9th, 2015 – By increasingly using their smartphones and tablets in the workplace, U.S. workers are consuming a growing amount of mobile data. The amount of mobile data used by workers inside buildings has implications for enterprise small cells, outdoor mobile data usage and how operators allocate resources to deal with growing mobile data demand, including network densification.

iGR, a market research consultancy focused on the wireless and mobile industry, forecasts that the amount of mobile data used by U.S. workers while inside their buildings will grow over the next five years. As such, in order to maintain an adequate level of mobile service within workplaces, the need for indoor wireless solutions will also grow. The types of indoor solutions used could include distributed antenna systems (DAS), standalone enterprise small cells, or small cells with centralized basebands.

For its new market study, iGR surveyed IT managers about the use of enterprise small cell solutions. From this survey data, which is detailed in the market study, iGR found a high level of awareness and interest in small cells. The study also found that IT managers see many benefits to deploying the solutions, including a higher quality of service for subscribers.

"Because of the growing amount of mobile data used by U.S. workers, continuing densification of the mobile network is needed," said Iain Gillott, president and founder of iGR. "Therefore, we believe that equipment vendors and mobile operators are in an excellent position to begin capitalizing on the in-building small cell market."

iGR's new market study, [U.S. Worker Mobile Data Usage, 2014-2019](#), provides a five-year forecast for the mobile data used by U.S. workers in general and also when they are inside buildings. The study also overviews the different types of small cells likely to be used by enterprises, details

survey data from IT managers about their awareness of and interest in enterprise small cells, and provides an overview of the number and types of buildings in the U.S.

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

- How many commercial buildings are there in the U.S.?
- What types of commercial buildings are there in the U.S.?
- How is commercial building defined?
- How many U.S. workers are employed in those commercial buildings?
- How much mobile data do U.S. workers across all commercial building categories use?
- How much mobile data do these workers use while inside buildings?
- How does this mobile data usage change over the forecast period?
- What are small cells?
- How do small cells fit into operators' evolving networks?
- Where are small cells most likely to be located?

The information in this market study will be valuable for:

- Mobile operators
- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR's* website at 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.