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New iGR study estimates Total Cost of Ownership for indoor small cells in the U.S.

Study models the cost for small cells in 100k and 500k sq ft buildings

AUSTIN, Texas, October 31st, 2018 – Indoor small cells, such as DAS and picocells, provide many important perceived benefits to mobile consumers in office buildings, including more “bars” of voice, data coverage in more places, improved battery life for mobile devices, higher throughput and faster data connections for subscribers. All of these result in an improved quality of experience for those subscribers inside the building.

But how much does it cost to build and operate an in-building wireless system? iGR, a market research consultancy focused on the wireless and mobile industry, has attempted to answer that question by creating a total cost of ownership model for one type of indoor small cells.

iGR’s model, which includes cost estimates for both network build and ongoing operations, presents the costs of an active DAS system in both 100,000 and 500,000 square foot office buildings over a five-year period.

“Our model focuses on active DAS,” said Iain Gillott, president and founder of iGR. “However, it could be adapted to contrast and compare any type of in-building wireless system.”

iGR’s new market study, [**U.S. Indoor Small Cells: A Five Year TCO for 100k and 500k SqFt Office Buildings**](#), presents an in-building wireless total cost of ownership model for an active DAS installed in a 100,000 square foot and 500,000 square foot office building. The market study also provides details about different types of indoor small cell solutions, discusses the drivers of these systems, and highlights the issues regarding their deployment.

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

- What is an in-building wireless system? What are indoor small cells, indoor DAS, active, passive and hybrid DAS, signal boosters, DAS Lite, femtocells and picocells and Cloud RAN?
- What are some of the issues with deploying indoor small cells in the U.S.?
- How do these issues impact the cost of deploying indoor small cells in the market?
- Where are indoor small cells most likely to be located? What’s their role?
- What are the main drivers of indoor small cell deployment costs?

- How much does it cost to deploy indoor small cells?

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 and investment analysts.

The new market study 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 eighteenth 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; MEC; DAS; 5G; 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.