

**Small Cells in SMBs:
*An Opportunity for
Growth***

Market Study
First Quarter, 2013





Small Cells in SMBs: *An Opportunity for Growth*

A Market Study

Published First Quarter, 2013
Version 1.0
Report Number: 1Q2013-11

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Abstract

iGR defines a small cell as a low power product, relative to macrocells, that operates on licensed frequencies and functions as small, self-contained cellular base stations. The vast majority of “small cells” deployed in the U.S. today are 3G femtocells that were rolled out to address cellular voice coverage issues.

A picocell is, in essence, a slightly larger femtocell that is deployed into a business or small venue. Picocells are typically larger than femtocells, have a higher power output and, consequently, have a longer range and the ability to support a larger area, traffic capacity and/or more concurrent users (between eight to 30). Whereas femtocells are almost exclusively deployed indoors, a picocell implementation at an enterprise could be indoor or outdoor.

Small- to medium-sized businesses (SMBs) in the U.S., which *iGR* defines as a company with between 10 to 499 employees, are a potential market for small cells. This report details SMB’s awareness of small cells, their current use of small cells, and their interest in acquiring small cells in the future. The data originates from a survey of SMBs that *iGR* conducted in February 2013.

Key questions addressed:

- What percentage of SMBs have small cells deployed?
- Why have SMBs installed small cells?
- Are SMBs interested in future deployments of small cells?
- What are the reasons for SMBs’ interest or lack of interest in small cells?
- What concerns do IT managers have regarding small cells?
- What are the characteristics of the SMBs surveyed?
- What are the roles of the IT department in the SMBs?
- How widely are cell phones used inside SMB offices?
- How do employees of SMBs perceive the quality of their cellular voice reception?
- How knowledgeable are IT personnel in SMBs regarding small cells?

Who should read this report?

- Mobile operators
- Small Cell OEMs

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