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New *iGR* study finds that only nine percent of SMBs report having a small cell

Opportunity exists for increased awareness and market penetration of small cells in SMBs

AUSTIN, Texas, March 21st, 2013 – Small- to medium-sized businesses (SMBs) in the U.S. are a potential market for small cells. Small cells are low power products that operate on licensed frequencies and function as self-contained cellular base stations. The majority of small cells that have been deployed in the U.S. are 3G femtocells that were rolled out to address cellular voice coverage issues. A picocell, another type of small cell, is a slightly larger femtocell deployed indoors or outdoors at a business or small venue.

According to *iGR*'s February 2013 survey of IT managers at U.S. SMBs, detailed knowledge regarding either type of small cell and even basic awareness of small cells is still low among SMBs. Additionally, small cells are not widely deployed at SMBs, as only nine percent of the SMBs reported having a small cell deployed on their premises.

"Although awareness and knowledge about small cells is very low among SMBs, it appears that there is an opportunity to improve this," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "According to our recent survey, most of the SMBs have not been approached by a mobile operator to discuss small cells. It is apparent that marketing and education by the mobile operators and small cell vendors could increase awareness, knowledge and ultimately market penetration."

iGR's new market research report, *Small Cells in SMBs: An Opportunity for Growth*, details U.S. SMBs' awareness of small cells, their current use of small cells, and their interest in acquiring small cells in the future.

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

- What percentage of SMBs have small cells deployed?

- Why have SMBs installed small cells?
- Are SMBs interested in future deployments of small cells? Why or why not?
- 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?

The information in this report will be valuable for:

- Mobile operators
- Small Cell OEMs
- Content providers and distributors, particularly those focused on SMBs
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

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.