



# fact sheet – Small Cell Technology

## Scalable Small Cell Staffing Resources

Tel Force Group, is a provider of Human Capital in Small Cell Technology providing contract, temp to perm and perm placements who can, design, build and operate network infrastructure as a supplement and/or alternative to traditional tower and macrocells deployment for wireless service providers. As technology allows people to get more connected, the world is getting smaller...and so are cell sites. Giant macro cell towers are no longer the norm as carriers increasingly turn to small cell options.

## The Next Big Thing in Mobile Communications: Think Small!

**The BIG and Ugly** – “big and ugly,” none of us want a traditional cell tower in our back yard. But we DO want immediate access to the video, voice, and data communications afforded us by our smartphones. So without those metal monoliths on our skyline, how do we stay plugged in to the brave new world of rapid data exchange?

**Industry Strategy** – Small cells are part of the industry strategy to stay ahead of the growing demand for mobile data. Global mobile data traffic will increase 13-fold between 2012 and 2017. With demand increasing, staying ahead by boosting capacity is vital. One solution is the installation of small cell technology in high-usage areas. In addition to college campuses, the industry plans to use small cells to improve coverage in heavily-trafficked areas, including malls, business districts and stadiums.

**Enter the small cell!** By compressing the major components of a cell tower – such as amplifiers and filters – into a man-portable device that is easy to install and low-profile, small cell technology is poised to take up a really big spot within the mobile communication landscape. Costs for small cells are eight to 12 times less than that of microcells.

**Coverage and Capacity for Less** – Small cells offer mobile service providers (MSPs) a cost-effective alternative to macro-only deployments for meeting growing coverage and capacity demands. That’s because as small, low-cost access points, they are self-installed (home and enterprise cells) or easily installed by a single person (metro cells).

Plus, as small cells are added, they offload traffic from the macro network. This increases available network capacity without the deployment of new macro sites.

**U.S. military operations.** Because aside from being an eyesore, massive cell towers can put a serious damper on any type of communication that needs to be fast, mobile, and unobtrusive. It’s a bit difficult to imagine a mobile military base camp in a remote area lugging around the components of a traditional macrocell site! It stands to reason that military leaders take smart phone capabilities into consideration when they think of their own missions and soldiers in the field. Naturally, they want their troops to have access to the same fast and convenient information exchange that takes place in a standard macro cell environment. But they’d like to lose the logistical and financial burden of large, permanent installations.

**Solutions:** To solve the 1000x mobile data challenge, we need more small cells, actually, much more, and everywhere— indoors and outdoors, in residences and in enterprises, in all the familiar flavors—3G, 4G and Wi-Fi, and in many different forms — femtos, picos, metros, relays, remote radio heads, distributed antenna systems, etc.! But, isn’t interference a limiting factor? How dense can we deploy them? Can we use new inside-out deployment models?. What are the future enhancements that takes - **Call TelForce Group for your staffing needs for small cells!**



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