



Executive Summary

# Delivering connectivity confidence in commercial real estate

Exploring the business case for  
5-bar mobile connectivity inside.



## Can't get a signal inside?

Look at any mobile coverage map of the UK and, outdoors, you'll find figures typically exceeding 90% connectivity when it comes to 4G, and the growing penetration of newer, ultra-fast 5G coverage. Inside it's often a different story.

According to the UK's telecom regulator OFCOM, thick walls, steel window frames, ceilings and pillars can impair indoor coverage. At the same time, buildings in the 'shadow' of others can find their mobile signals blocked. The result: users can't make or take calls or access their mobile apps.


Inadequate mobile connectivity creates a range of issues from first occupancy and beyond. If the quality of coverage tenants and visitors receive indoors fails to match the experience they enjoy outside, then frustrations will rise as calls are missed, mobile apps won't load and productivity falls.

For property owners and landlords of multi-tenant office buildings, addressing unreliable indoor mobile coverage has become a commercial and competitive imperative. Business tenants may go elsewhere if their people can't use their smartphones indoors.

Just like power and water, mobile communication is now considered a utility. Everyone has an expectation and need for reliable indoor coverage.

Achieving 5-bar connectivity in your building is easier than you think, with an In-Building Solution from Cellnex UK, the Indoor Coverage Experts.



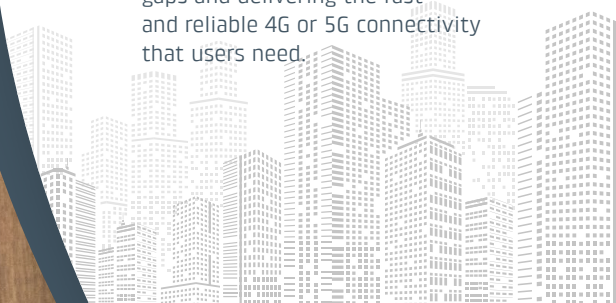


In-building connectivity solutions can be deployed during construction or retrofitted during building refurbishment, and on a single floor or across the entire building as required.

## In-building connectivity explained

**A popular, high value in-building connectivity option is a distributed antenna system (DAS).**

Here, a network of radio units and small antennas is connected back to a technical room that houses the mobile network operator's (MNO) equipment. The antennas then distribute the signal around the building – filling mobile coverage gaps and delivering the fast and reliable 4G or 5G connectivity that users need.



# Smart businesses get connected



# Impact on revenue and reputation

Mobile connectivity is critical in today's always-on world. Just as modern businesses cannot run without their IT systems, they cannot operate efficiently without fast and reliable indoor mobile communications.

Office workers rely on their smartphones more than ever before to make and receive their voice calls. Plus, they depend on a wide range of mobile business applications to stay on top of operational tasks and notifications.

All too often however, people are forced to leave desks or meeting rooms to get a signal, make a call or check email. This is frustrating for business users and any visiting associates or customers alike.

For building owners or landlords this will have a significant impact on revenue should prospective or existing tenants choose to move to a more connected office space.

## Cellnex UK In-Building Solutions

Maximise the potential of your building with a cost effective connectivity solution from Cellnex UK, the Indoor Coverage Experts.







## Continued

As a neutral host – an independent provider working with all MNO's – we can deliver fast, reliable in-building connectivity from all four UK mobile operators as an end-to-end service.

Plus, Cellnex UK is continually innovating our solutions as technologies evolve. For example, we've developed a platform and solutions to meet the new Joint Operator Technical Specifications (JOTS) Neutral Host In-Building (NHIB) architecture which is further reducing the costs of delivering connectivity.

We will engage with mobile operators and third-party suppliers on your behalf as your single point of contact, with **network management and 24x7x365 monitoring delivered as standard.**



Purpose-built **4G/5G solution**



Coverage from **all UK Mobile Network Operators**

Tailored to meet your **specific needs**

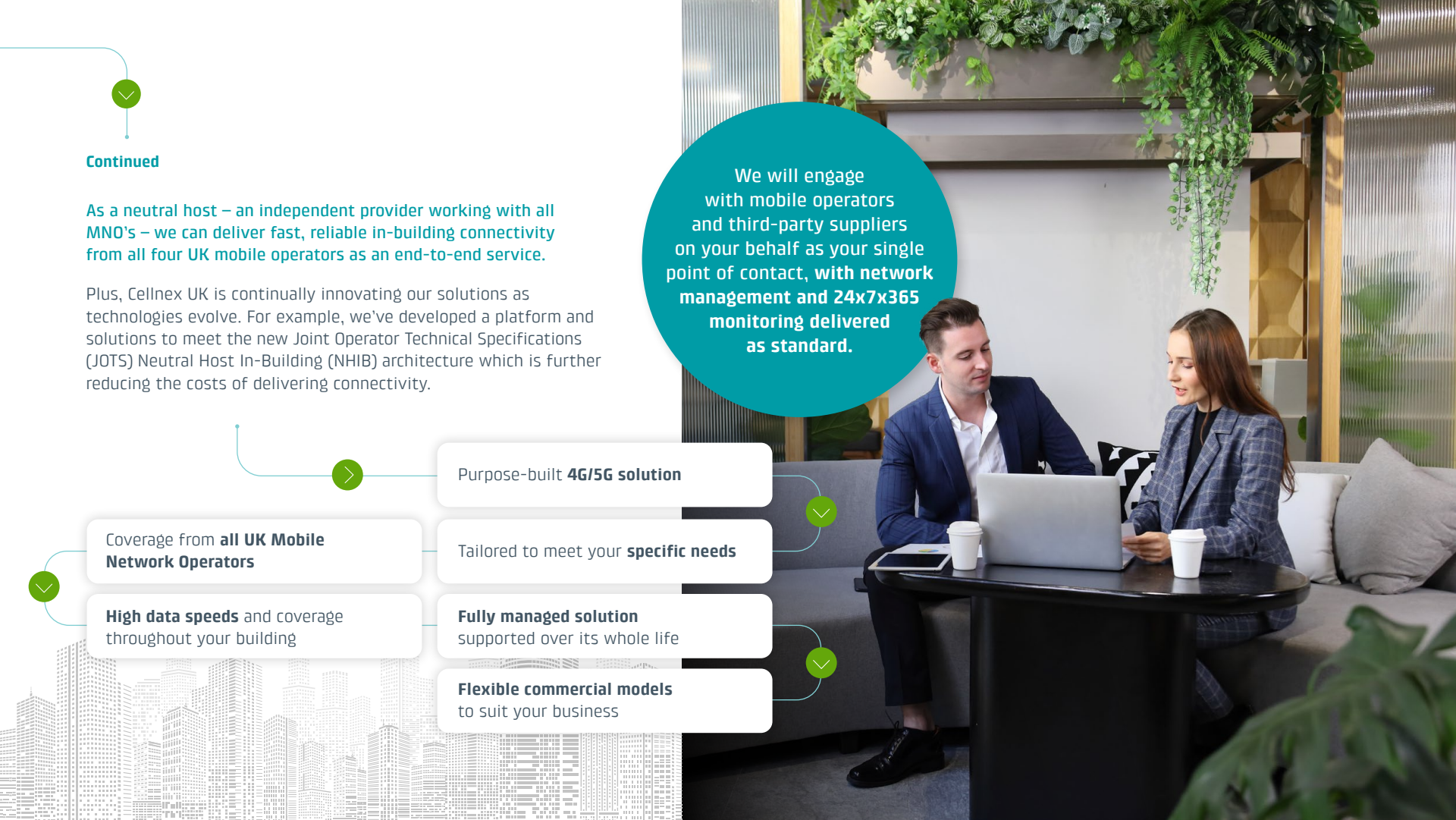


**High data speeds** and coverage throughout your building

**Fully managed solution** supported over its whole life



**Flexible commercial models** to suit your business



Cellnex is a UK Critical National Infrastructure Provider and one of Europe's leading telecommunication companies. As the Indoor Coverage Experts, our in-building solutions are deployed in commercial real estate, hospitality venues, retail outlets, transport hubs and more.

Find out how to get 5-bar connectivity in your venue, book a meeting with our in-building experts at:

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