

Small Cell Forum

3GPP PCG #32

New Orleans

29 April 2014

Andy Germano
VP Americas, Small Cell Forum



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The Small Cell Forum



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- To accelerate small cell adoption to change the shape of mobile networks and maximize the potential of the mobile internet
- Not-for-profit, founded in 2007
- Independent, inclusive, international

Aims

- Ecosystem development
- Market education
- Driving open standards



66 operators covering 3 billion global mobile subscribers – 44% of total



76 providers of small cell technology representing all parts of the ecosystem

Driving consensus



2013 at a glance

150 members

25 new members

50,000 Release Program downloads

80,000 visitors to smallcellforum.org

45,000 NEW visitors to smallcellforum.org

25,000 visitors to Release site scf.io



2000+

Twitter followers



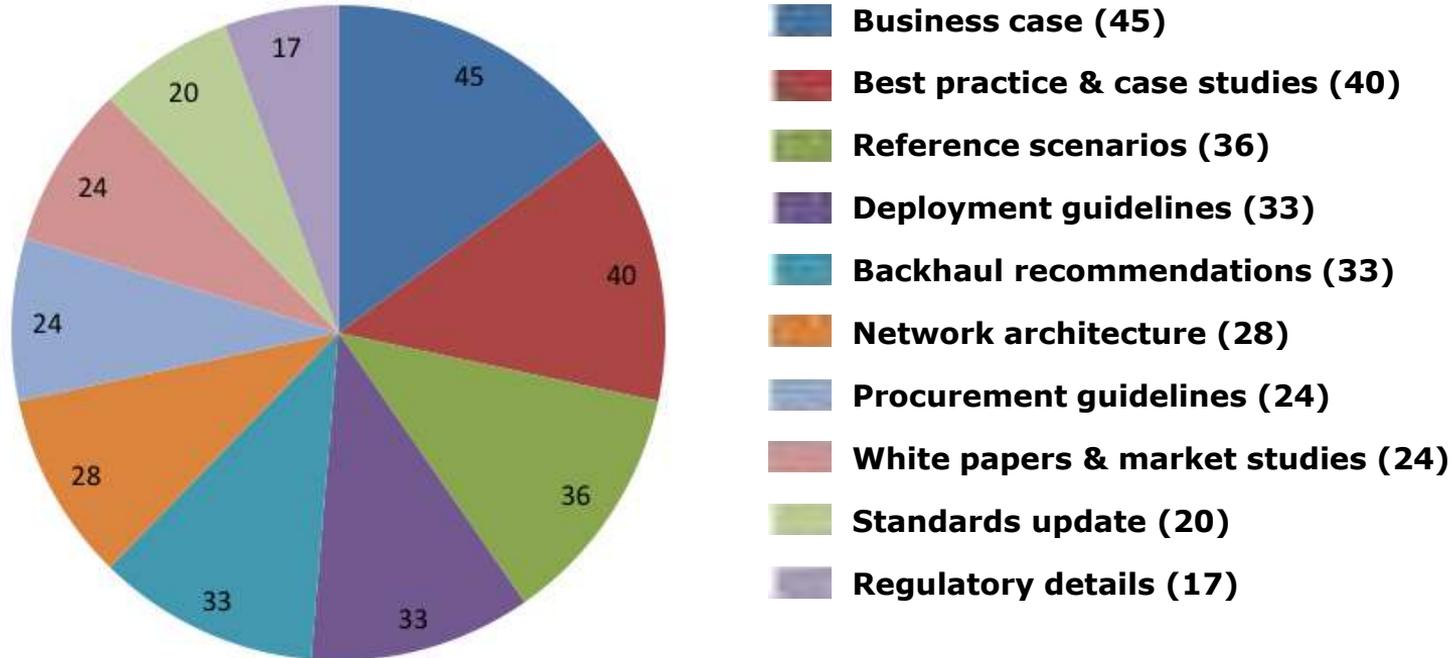
2000+ LinkedIn
group members

How we work: SCF Release program



1. Residential (Feb 2013)
2. Enterprise (Dec 2013)
3. Urban Foundations (Feb 2014)
4. Urban (June 2014)
5. Rural (Feb 2015)

2014 operator survey: Most valuable release (1&2) content



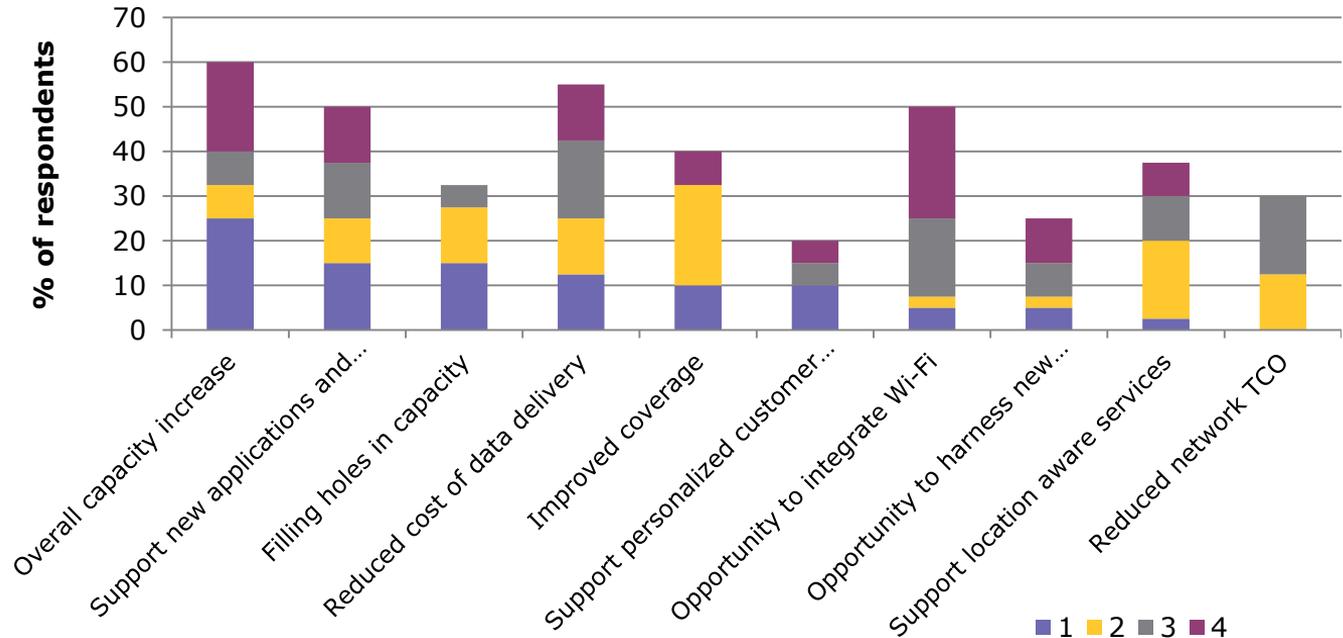
Source: Maravedis-Rethink Global Operator Survey, Jan 2014

2014 operator survey: Top drivers to deploy urban small cells



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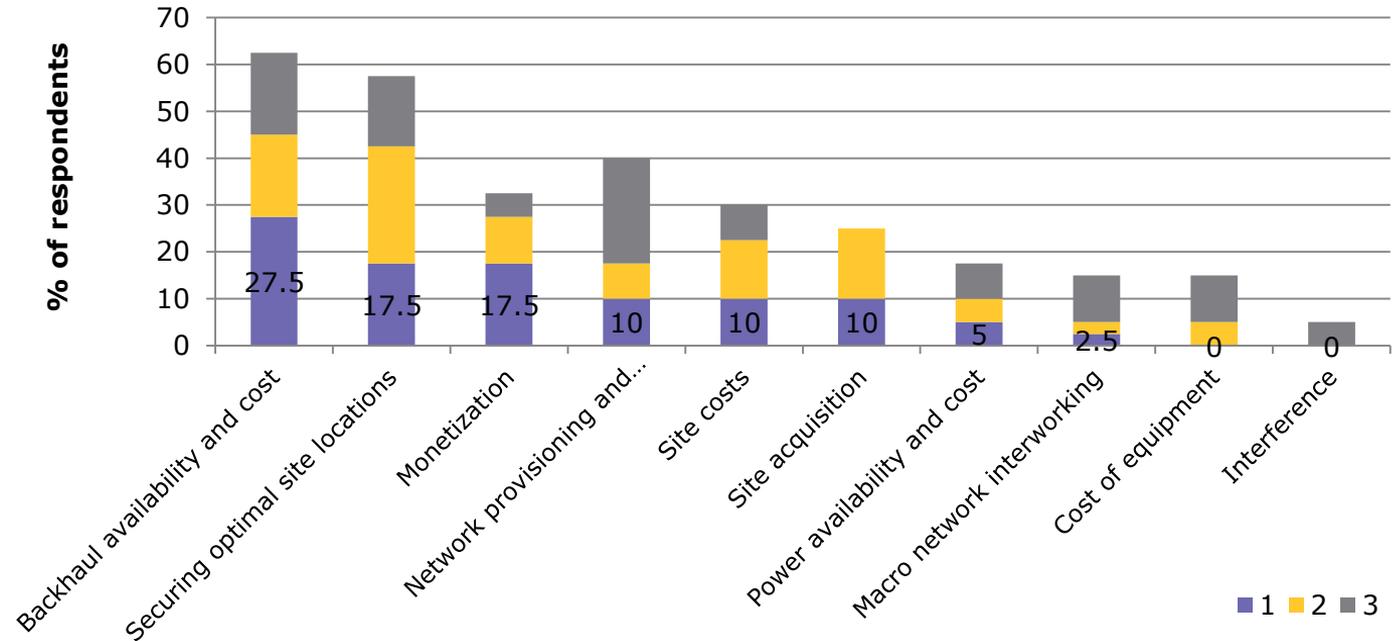
- Improve capacity
- New revenues from value added services
- Fill capacity holes
- Reduce cost of data
- Improve coverage



Source: Maravedis-Rethink survey of tier one and two mobile operators worldwide, January 2014

2014 operator survey: Perceived barriers to urban deployments

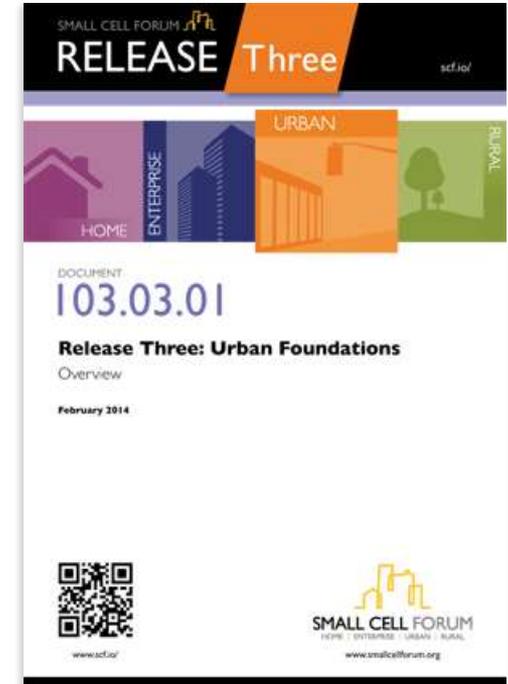
- Backhaul
- Deployment/site acquisition
- Monetization
- Management



Source: Maravedis-Rethink survey of tier one and two mobile operators worldwide, January 2014

What Release Three aims to achieve

- Helps operators & vendors harness the significant potential of the urban small cell market
- Establishes a strong business case for urban small cells, even when deployed alongside macro and additional spectrum
- Clarifies drivers for the deployment of urban small cells
- Identifies barriers and shows how they can be addressed
- Shows how urban small cells are an essential component of future networks, delivering cost-effective capacity and deep in building coverage for public places



Plugfest



20 Member Participants

Organized in partnership



Hosted by



Supported by



Sue Monahan, CEO



Sue Monahan was named CEO of the Small Cell Forum in February 2014. In this role, Sue is responsible for executive level carrier engagement, membership engagement, recruitment, and partnership development. She also provides leadership to the Forum's technical groups.

In addition to her role as CEO for the Forum, Sue has been managing technical working groups in North America for the GSM Association for the past 12 years.

Sue brings a wealth of telecoms experience to the Small Cell Forum. She has 25 years of experience in Telecommunications in Engineering, Sales, Product Development and Business Development. She holds a B.S. in Computer Science from the University of Delaware

Awards



11 June 2014
ExCel, London, UK



Entries Closed 16 April



How to get involved:



Upcoming Events:

- Small Cell Forum/ETSI PlugFest, Orange Lab – Paris, June 2014
- Small Cell World Summit and Industry Awards – London, June 2014
- Small Cell Forum European Plenary - Italy September 2014
- Small Cells Americas Conference and Plenary – Dallas, December 2014

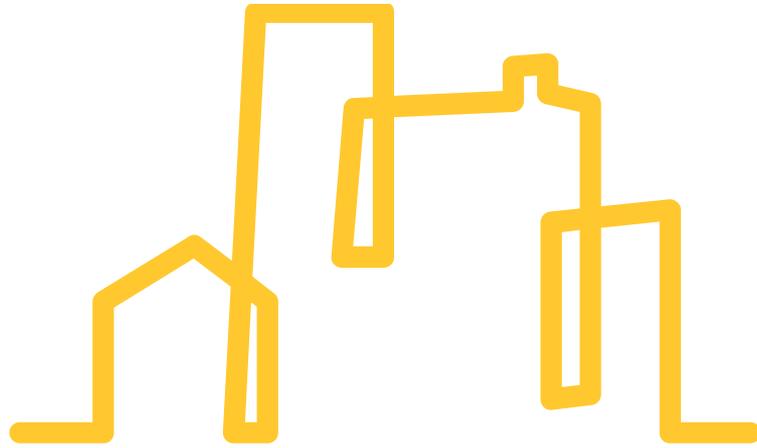


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Thank you!

Q&A



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