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Small Cells Report 2011-2016: Analysing the Business Case of Heterogeneous Networks

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Abstracts

Vendors Building a Strong Case for Small Cell Architectures

"A mixed macro/ small cell architecture offers about 2.5 times the user data rate of a pure macro cell environment, providing 1.8 times the capacity for a mean data rate of 10Mbps per user- NEC"

Major vendors such as Alcatel Lucent, Ericsson, NEC and Huawei are building a strong case for small cell architectures to be deployed for both 3G and 4G, offering significant commercial and performance benefits. Visiongain expects small cells to become fully proven and complete solutions by 2013 with surveys suggesting over 35% of operators considering deploying pico and micro cells in 3G/ 4G networks from 2012. This report quantifies the small cells market (femto cells, pico cells, micro cells) and Wi-Fi, analyses the market drivers, the key market players and their strategies.

A Range of Factors is Fuelling the Growth of the Small Cells Market

Small Cells Report 2011-2016: Analysing the Business Case of Heterogeneous Networks examines the small cells landscape by exploring femto cells, pico cells, micro cells and Wi-Fi. The emerging trends in key geographical regions, supporting technologies, infrastructure requirements and product portfolio are discussed. A continued aggressive growth in data traffic fuelled by increase in smartphones, video and application usage and M2M devices has created an urgent need for faster and efficient networks. We present a comprehensive business case for through a value chain analysis and discuss monetisation strategies to improve revenues for operators.

What is Unique about this Report?

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Visiongain research presents independent, unbiased analysis in detail and in easily digestible terms. Through key industry contacts, our primary and secondary research provides you with the very latest, accurate market data available. Visiongain analyses the current small cells market and provides a detailed analysis and forecasts through to 2016.

Who needs to read this report?

Mobile Network Operators (MNOs)

The report aims to provide operators with analysis on various small cells approaches including Wi-Fi to improve network capacity and performance. Operators can evaluate and devise a successful strategy to monetise small cells. Viable business models for improved operator revenues are also explored within this report.

Handset Manufacturers

Rapid proliferation of smartphones and popularity of value added services has increased the data traffic. As the penetration of smartphones increases further, new opportunities exist for handset manufacturers to monetise the small cells market.

Technology Vendors/ Solutions Provider

Technology and chipset vendors such as Texas Instruments, Picochip and Qualcomm have already formed partnerships with operators to deliver small cells solutions by 2013. Case studies, product launches, partnerships and future plans are discussed in this report.

Service Providers

Opportunities exist for service providers to use their current infrastructure to offer advanced services and save on operating expenses by providing a cost-effective alternative to traditional backhaul methods.

Visiongain is a trading partner with the US Federal Government
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