Satellite Backhaul And Small Cells Can Help Mobile Operators Reach Untapped Markets

VT iDirect announced the release of a new survey and whitepaper that demonstrate the market value and potential of satellite backhaul when used in conjunction with small cells. The research revealed that a solution combining the two technologies offers an affordable way for mobile operators to improve their services and expand into underserved markets. iDirect is a world leader in satellite-based IP communications technology.

As portable devices create a surge in mobile data traffic, operators are looking for ways to cost effectively expand their customer base. Small cells that are easy to deploy and cost less are increasingly replacing macrocells as a preferred technology among mobile operators. Informa's research shows that the total cost of ownership (TCO) of a combined solution using satellite and small cells proves to be competitive when compared to similar network deployments using other technologies and can deliver a Return on Investment (ROI) in as little as two years.

Key Findings • Nearly 90% of survey respondents said that small cells would be important for reaching the next 1 billion subscribers, and almost half (47%) of respondents believe small cells are a preferable solution to traditional 2G or 3G macrocells for rural expansion. • Nearly 83% of mobile operators would be interested in evaluating a cellular backhaul solution that combines satellite and small cells. • Mobile operators in the survey listed on-going operational expenses and the cost of capacity as the primary factors when evaluating backhaul solutions for rural connectivity.

The survey featured insights from 330 senior telecom industry professionals along with detailed interviews with over 10 executives from major mobile operators. Representatives from mobile system integrators and hardware and software vendors also participated in the research. The report will be available for download at www.idirect.net/mobile [1]. Informa will also host a Webinar to discuss the findings on May 10 at 9:00 a.m. EDT.. To register for the Webinar, please visit http://www.informatandm.com/analyst-webinars/ [2].

Posted by Janine E. Mooney, Editor

May 3, 2012

Source URL (retrieved on *12/27/2014 - 4:08am*):

http://www.wirelessdesignmag.com/news/2012/05/satellite-backhaul-and-small-cells-can-help-mobile-operators-reach-untapped-markets?qt-most_popular=0

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