



IN BUILDING CELLULAR

Smart Buildings Need Smarter Connectivity
Welcome To The Next Generation Network



INTRODUCTION

There is no 'typical day' when it comes to a modern building and the connectivity needs of its occupants. Different types of people will visit your building, each with multiple devices, each needing its own connectivity. The demand is ever growing.

While we increasingly rely on other means of communication such as email, call coverage is still vital. Your staff and visitors must have good cellular coverage for both voice and data.

However 68% of office space in Central London suffers issues with mobile phone coverage. This isn't good enough for calls, let alone the increasing appetite for fast, reliable data.

But waiting for a solution to arrive from the networks isn't the way forward. The power is now with building owners and occupiers to improve their cellular coverage.

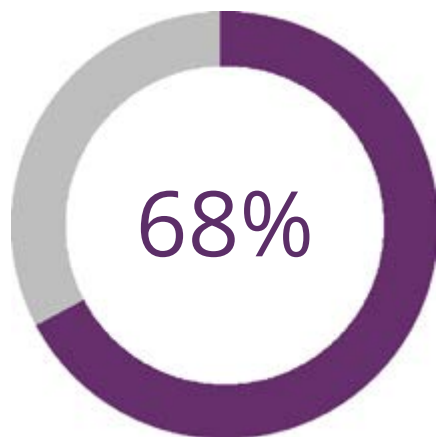
NOT SPOTS ARE BAD FOR BUSINESS

The problem with many network coverage issues is that connectivity can be patchy and unreliable but evidence is often anecdotal, with people experiencing varying service levels.

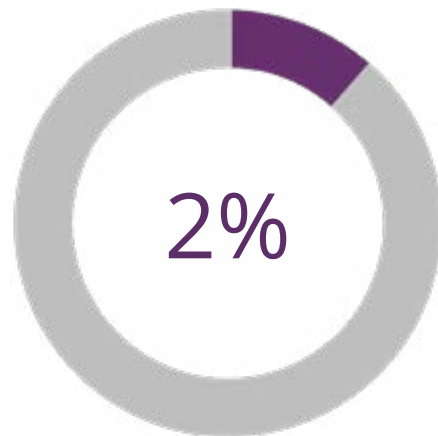
You may be aware of issues where calls are being dropped when turning a corner or entering a lift, but there could be entire 'not spots' within your building.

So while one person in one part of the building may have strong, consistent coverage – others may be getting no coverage at all. This all leads to dissatisfaction for staff as they fight for a signal and potential inconvenience for your customers due to contact difficulties.

For companies wanting to improve productivity and potentially move to a "mobile-first" strategy, it's vital to understand and improve connectivity within your building.



68% of central London workplaces suffer from poor mobile coverage



Only 2% have found a viable solution to date

THE REASONS FOR NOT SPOTS

Despite the extensive outdoor mobile service present in most locations, modern construction practices create some big challenges for indoor cellular coverage.

Key causes of not spots – areas where coverage is not up to scratch - can include:



Buildings

The blocking effect of the buildings themselves, exacerbated by standards such as BREEAM, prevent the outdoor mobile signals getting to the people inside.



Proximity

Narrow streets and tall buildings create environments where the effectiveness of roof-top cell sites is impaired.



Congestion

A very simple but all too common issue: too many people are trying to use the same networks at the same time.



Dominance

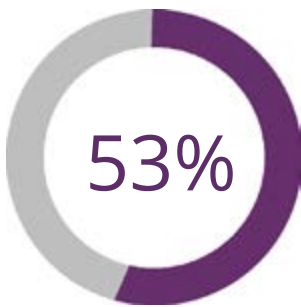
You can have too much of a good thing. Mobile devices can struggle with the choice of too many outdoor cell sites in one location.







80% of all indoor mobile calls are made between two indoor locations



53% Increase in mobile traffic is forecast by 2020

DELIVER ON YOUR SMART BUILDING'S POTENTIAL

A smart building where your occupants and visitors can't communicate and work effectively will hold your facilities back from being truly productive, cost-effective environments.

Additionally, smart building technologies will increasingly rely on cellular connections to communicate – and 5G will see a rapid acceleration in smart, connected systems.

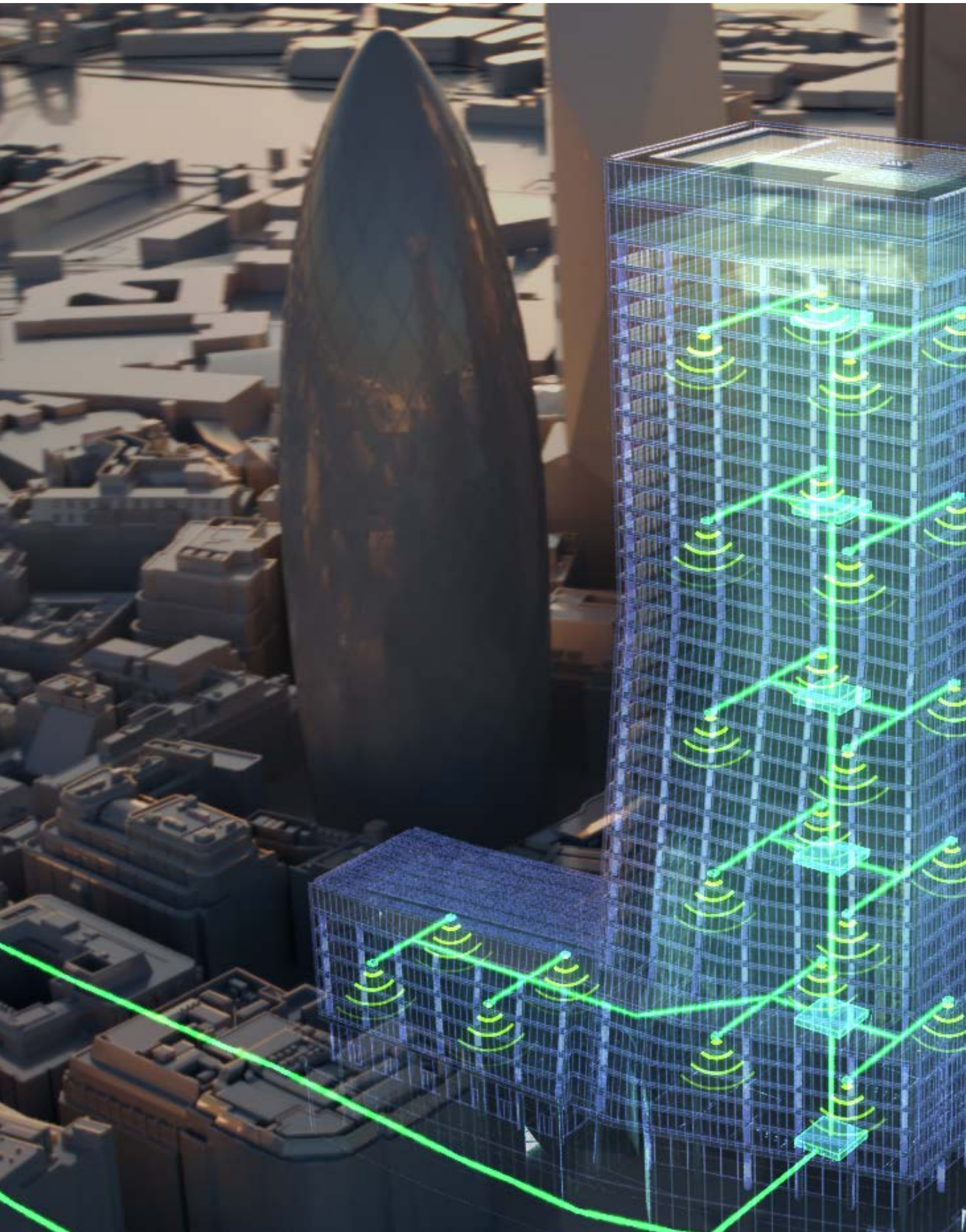
It's time for a modern approach to building connectivity, one that is built around your needs and delivers for your building's occupants both now and in the future.



THE FIFTH GENERATION IS COMING

- 5G is not just an incremental upgrade of 4G, it will change how we deliver, manage and consume cellular data forever.
- 5G will be software-driven and likely the last major generational upgrade. Instead improvements will be delivered on a software level as required, meaning the network can evolve faster and more cost effectively.
- Due to the 5G spectrum and sheer speed of data, more coverage will be vital – and a mixture of micro and macro cells will be required to deliver 5G and beyond.
- While networks providers will cover the macro level of connectivity, it will be up to building owners to deploy their own micro cells to ensure 5G coverage within their premises.





IBC DEPLOYMENT MADE SIMPLE – AND NO NETWORK LOCK IN

Investing in In Building Cellular used to be a long, drawn out process that involved extensive on-site equipment and often you were tied into a single network provider.

Thankfully with advances in technology, on-site equipment is now minimal and can be hosted in an existing cabinet – significantly reducing the space and costs.

ExcelRedstone can offer a solution that provides connectivity for all major networks, ensuring no network lock in for your business and ensuring guest devices can connect whatever their network.

We handle the relationships with the providers, significantly simplifying your IBC development and ongoing operation.

LESS BURDEN ON IT, MORE FLEXIBLE SECURITY

With our approach, IT can operate distinct connectivity zones for different usage profiles. Importantly by moving appropriate traffic – such as mobile phones – to IBC, it eliminates the need to manage connectivity and keeps them completely separate, whether it's an employee's phone or a guest that just walked into the building for the first time.

This means less time focusing on support issues, and higher user satisfaction.



IN BUILDING CELLULAR: DELIVERED

With our dedicated IBC team, we can deliver a solution that is right for your needs.

From one building to one hundred, we can specify and deliver connectivity that is right for each building's unique requirements and environment.

With technologies changing constantly and 5G just around the corner, a communications revolution will take place – with super-fast technologies and an exponential growth of data.

We can deliver a connectivity platform that's right for you – both for now, and the future.

Design

No two buildings are the same, and nor are its occupants. We will specify a solution tailor made for you. Any solution should best begin with understanding your current connectivity.

We can conduct cellular coverage audits before you even step on site, knowing if and where you need IBC coverage.

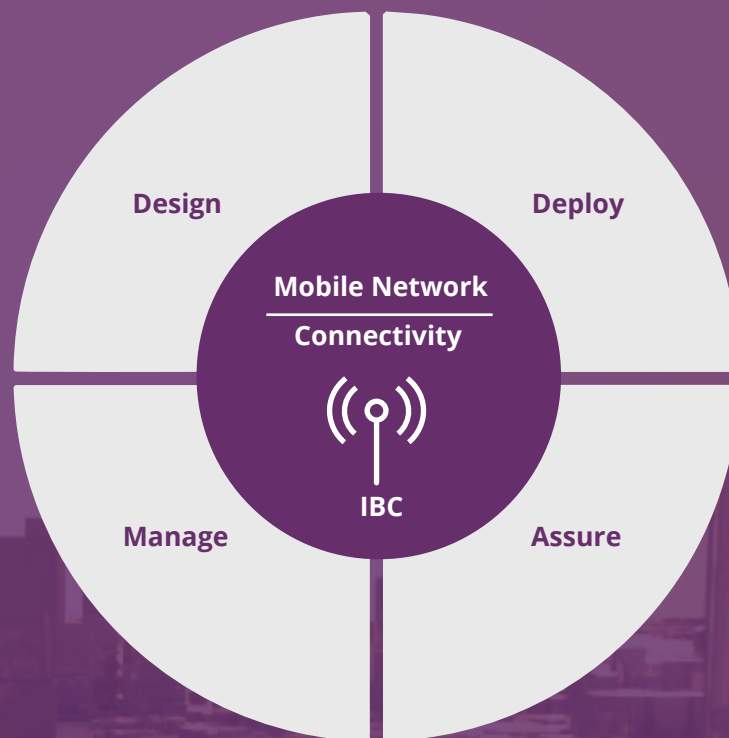
This will ensure you only deploy what you need to truly provide proper connectivity and to ensure there are no not spots.

Deploy

Using best of breed solutions and our vendor agnostic approach, we'll deploy technology that suits your individual needs.

All solutions are deployed by our dedicated IBC and infrastructure teams with over 350 engineers available to scale to any size of project.

We can work flexibly in the case of existing builds to avoid disruption to your business, and our PRINCE2 trained project managers ensure success through every step of project delivery.



Assure

We can manage the solution on an ongoing basis, ensuring consistent service quality.

Any equipment will be monitored, maintained and – in the event of any issue – fixed as part of an agreed SLA.

Communications links to the network providers will be monitored 24/7 from our network operations centres, offering complete peace of mind for one of your vital business services.

Manage

Technology changes, but you don't need to be left behind. We are constantly innovating and finding new technologies as the market evolves.

Whether it's new equipment or the rollout of 5G - we can keep your technology up to date as your building's needs evolve.

Once your initial investment is in place it doesn't have to be rip and replace. Our technology assurance programme can ensure that you are updated as and when you need it and your solution keeps up with whatever is thrown at it.



ABOUT EXCELREDSTONE

ExcelRedstone is a recognised provider of IT infrastructure and Managed Services Support with over 30 years experience designing, building, optimising and supporting data centres, smart buildings, workplaces and cloud-based solutions. In addition, the company provides many specific solutions for Wi-Fi and IP network connectivity, physical and electronic security, audio-visual systems, along with office space and occupancy optimisation software.

With over 500 employees and a global capability, ExcelRedstone solutions are deployed in some of the world's largest data centres, intelligent buildings and work spaces. The company has an enviable reputation for best in class service and delivery within the industries they serve, including IT, finance, enterprise and multi-site campuses due to their flexible and agile nature in supporting client contracts.

Contact Us

If you would like to know more about In Building Cellular, contact our dedicated team today on +44 (0) 20 3929 9915, or email us at ibc@excelredstone.com