ip access

Your route to a successful business case for Neutral Host Small Cell deployments using the Viper™ platform

Neutral Host Business Planner

For successful Neutral Host deployments on the Viper™ platform

4G SOLUTION

3G SOLUTION

2G SOLUTION

Neutral Host Business Planner

Enterprises and Venues of all sizes need the benefits of multi-operator service, but the mobile operators are only able to provide it in rare cases. The Neutral Host opportunity turns that on its head by focusing on what the Enterprise needs.

The Neutral Host Business Planner quantifies the benefits to all of the stakeholders, including the venue owner, Mobile Network Operator (MNO) and the Neutral Host provider. It's a set of capabilities that work together to provide a technically sound, financially rigorous model helping guide you in the uncharted world of the Neutral Host.
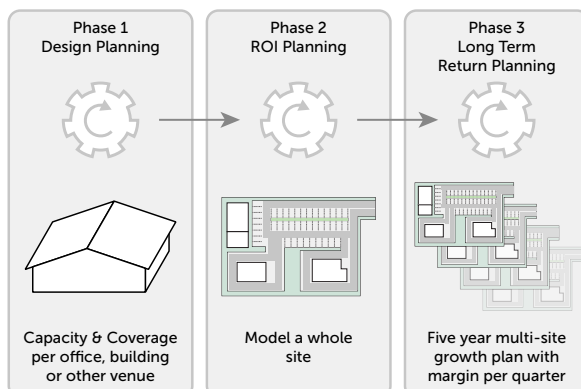
The Process

The ip.access Neutral Host Business Planner delivers effective business plans and financial projections in three planning phases:

— Phase 1: Venue by Venue Design

— Phase 2: Return on Investment (ROI)
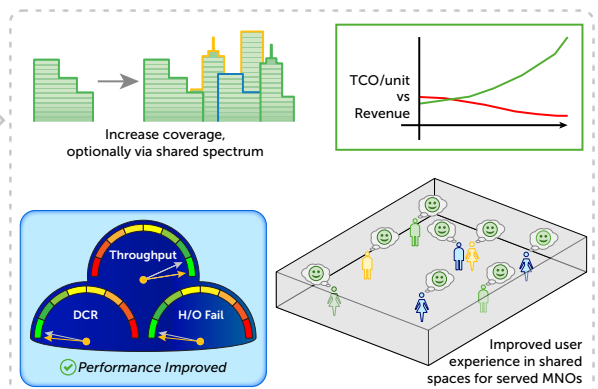
— Phase 3: Market Level Long Term Return

Neutral Host Business Planner

Successful Neutral Host Deployment

Phase 1 Design Planning	Phase 2 ROI Planning	Phase 3 Long Term Return Planning
Capacity & Coverage per office, building or other venue	Model a whole site	Five year multi-site growth plan with margin per quarter

Leads to

Increase coverage, optionally via shared spectrum

TCO/unit vs Revenue

Throughput

DCR   H/O Fail

✓ Performance Improved

Improved user experience in shared spaces for served MNOs

Viper™ provides flexibility in a single small cell unit, cutting costs and simplifying the Neutral Host rollout process.

Design Planning

The design planning phase converts the physical floor plan of specific venues to work out the number of cells required and their ideal locations in the venue to provide the optimal coverage and capacity.

ROI Planning

Based on the equipment requirements calculated in Design Planning, this phase compiles the OpEx and CapEx for the Neutral Host deployment to derive the Total Cost of Ownership (TCO). Revenue from the venue/enterprise and (optionally) mobile network operators calculates the ROI against the derived TCO.

We work with you to mould the modelling tool to suit the opportunity at hand.

This phase in the business planner also compares a Neutral Host solution against competing technologies and traditional one-cell-per-operator deployments.

Long Term Return Planning

Use this phase to generate a long term business case, over 3 or 5 years, for a complete Neutral Host Service Provider solution.

This works on the basis of a number of venues secured per quarter over the growth phase, with a defined revenue generated only from the venue/enterprise. Taking account of all the costs (TCO) it then generates a margin contribution for the business by quarter for the modelling period.

Key Features and Benefits

The qualitative benefits of the Viper™ model are clear. Shared infrastructure must lead to lower Total Cost of Ownership (TCO) for all parties. And shared spectrum must make it even lower. But how much lower? These tools answer that question, by

— Accurately modelling the deployment cost venue-by-venue

— Quantifying the effects of sharing the costs of infrastructure, installation, transmission, power, site rental, and so on

— Modelling various business models – enterprise pays, spectrum donor earns, spectrum user pays, and any combination

— Sizing the market for the neutral host service provider in monetary terms

— Showing the cash requirements across a market with varying deployment velocities

— Calculating the net revenue contribution for a long-term and healthy line-of-business

All of these taken together:

— Allow the Neutral Host to understand the financial and commercial risks and benefits for a set of opportunities within multiple markets

— Show the benefits to the Service Providers, and so help the Neutral Host engage with their Service Provider partners

— Accurately size the deployments and the Quality-of-Service on an enterprise-by-enterprise basis, and so help the Neutral Host engage with their enterprise customers

Operated as a Service

— ip.access works with Neutral Host Providers, Mobile Operators, Service Providers, Enterprise groups and others in the ecosystem to drive the Business Planner toolset to goals and objectives set by you and your customers

For More Information

Contact your ip.access representative or send an email to: neutralhost@ipaccess.com.