

Building Small Cell Service

How Vertix Consulting Helped a Tier 1 MSO Develop a Small Cells as a Service Offering



THE CHALLENGE

A Tier 1 MSO planned to launch a small cell offering for which it required assistance in identifying and engaging potential partners to provide a turnkey small cell service to carrier customers. The Small Cell as a Service (SCaaS) offering being built by the MSO supported its pursuit of additional revenue sources by taking advantage of its existing infrastructure footprint spanning numerous markets, as well as entering it into the quickly growing small cell market.



THE SOLUTION

Vertex Consulting assisted the Tier1MSO in the process of developing a SCaaS product from the conceptualization phase to a viable commercial product. Vertex began the process by providing the necessary market and competitive analyses to support the MSO's internal assessment of the market opportunity. The firm used this data to ensure that the final small cell offering was competitive in the marketplace. Additionally, Vertex assisted in securing the executive approvals and associated funding and headcount required to pursue commercialization of the product.

In addition to pinpointing the risks and opportunities present in the small cell market, the firm identified potential partners and their ability to support small cell turnkey services. Vertex engaged potential partners and established a number of guidelines required to support the partner model. Among the items the firm developed for the MSO were the partners' scope of work, the development of the rules of engagement for interaction with existing engineering and field services

staff, governance requirements and a RACI matrix. Once these essential items were in place, Vertex assisted the MSO in developing the branding and messaging that would be presented to existing customers.

During the final phase of the project, Vertex assisted the company with securing funding and approval of the overall strategy for the development of a broader small cell capability.

THE RESULTS

Vertex's support resulted in the MSO pursuing a pilot program in several markets where it will secure Right of Way (ROW) agreements. These agreements will allow the MSO to place and mount equipment to utility poles, as well as supply power and backhaul. The SCaaS offering opens the door for the MSO to pursue its share of more than \$240 million in small cell deployment revenue opportunity within its footprint.





About Vertex Consulting

We are a highly specialized consulting firm that provides pragmatic and actionable insights on the most critical issues faced by providers and consumers of telecom, media services, and technology.

At Vertex, we pursue our collective passion for helping carriers, OEMs, tower companies, MSOs, network services vendors, equipment suppliers, and telecom and technology consumers resolve their most complex strategy, sourcing, and deployment challenges. From helping a carrier deploy a 4G network to negotiating an IoT services contract for a client in the manufacturing sector, we cover the entire TMT value chain.

Our focus and simplified model enables us to deliver an alternative vision for our clients: producing client-centered solutions in a way that only experienced and proven professionals can.

For more information on Vertex and its services portfolio please visit www.vertexconsulting.com & follow us on twitter @vertexconsult.