maximize assets to drive revenue, competitiveness in mobile market

ÒLocation, location, locationÓ is an old real estate adage that sums up how a desirable spot maximizes value. ItÕs not limited to homes and commercial properties, e ither. The right location is equall y important for communication service providers (CSPs) when theyÕre building out and upgrading their mobil e networks and launching new value-added services. That importance is creating major immediate and long -term revenue opportunities for data center operators and commercial real estate owners.

To understand why, consider the histor y of telecommunications along with some recen t trends. CSPs typicall y owned towers and other network sites until the early 2000s, when they began divesting those portfolios to fund the purchase of new spectrum and network infrastructure. Man y of the companies that acquired these facilities for leaseback are real estate investment trusts (REITs) thatha

surprised?

! What is the key?

! Why CSPs and the rest of the telecom ecosystem use it over 47,000 times each day?

! How to tell if you have it and how to get it if you donÕt.

! How it can streamline your operations in addition to driving new revenue.

computing. Data center operators and commercial real estate firms can provide the fiber and critical interconnection points within the cloud.

Another ke y marketplace factor is how 5G is being deployed compared to previous technolog y generations. Although man y 5G base stations are deployed at towers and other traditional sites, many more will need new types of locations. By 202 È North America will be home to more than n ä ä,000 5G small cells, which are designed to provide the gigabit speeds necessary for fixed wireless access (FWA) services such as residential broadband. That means over the next few years, CSPs will need access to hundreds of thousands of office buildings, shopping centers, parking garages, apartment complexes and other commercial real estate locations to deplo y tl.03 Tw 26442 73.29 (a)-1.01 61.2 Tm -T (e)]TJ 1.01 ,.n 1 0651.0 6 26.125 0b

the telecom ecosystem speaks a common language

The key is iconectiv TruOps Commo n Language, the industry -standard nomenclature and framewo rk that CSPs, network element providers (NEPs) and other communications ecosystem members rel y on to verify, correct and augment information about the towers   and other network sites that the y own, operate or manage. Common Language provides a standardized naming system that spans multiple code sets. This system is used to identif y network locations, points of interconnection and network assets. It establishes a unified naming system for locations, equipment, connections and service functions, offering a consistent view of network functions throughout internal and external business operations and supported by geographic information system (GIS) information.

the telecom ecosystem speaks a common language

For example, CSPs use Common Language CLLI Codes to identify, classify and understand the location and attribute s of networ k infrastructure such as towers, poles, routers and points of presence. CLLI Codes help CSPs streamline interconnection with their   peers, maximize efficienc y and minimize errors in network design and provisioning. Over 1,800 CSPs and other businesses use the Common Language Central Location Online Entry System (CLONES) database that houses all valid CLLI Codes, covering over 5 million U.S. sites representing more than 10 million network entities.

CSPs need accurate information to make informed site-selection decisions quickly. CLLI Codes enable them to build out their 5G networks or complete service

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A large company that owns towers, rooftop sites, data centers and fiber hubs had little information about the functionality of equipment that CSP tenants were deploying at its sites. This limited visibility undermined its ability to meet prospective tenantsÕ business and technology requirements, and, in turn, constrained its revenue opportunities.

The company hired a veteran telecom executive, who recommended Common Language to overcome these challenges. The company supplied iconectiv with a sample list of 10 towers that it currently manages. iconectiv then used the CLONES database Ñ