

The coming together of Mobile and Business ICT Solutions

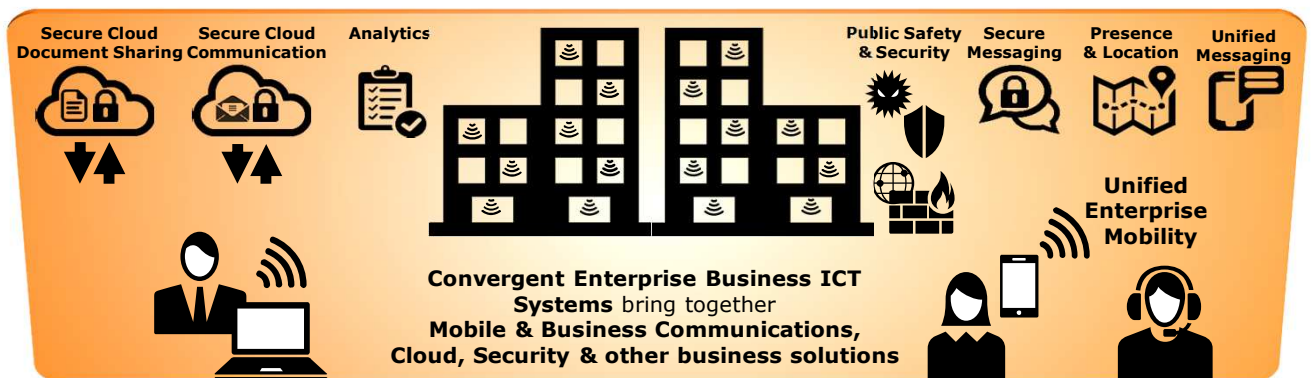
Smart Cells for Smart Enterprises



3G/4G quality, customer experience, mobility, security, coverage and capacity at the TCO and time to market of WiFi, delivered over licensed & unlicensed spectrum by low-power, all-IP wireless access system. NEC's market-leading solutions are adopted in volume by major operators and enable NEC and our partner network to work in concert with mobile operators to deliver business applications that add real value to the Enterprise and create new revenues for the Operator.

Empowering the Mobile Workplace - with Enterprise Smart Cells

NEC brings a unified offer to the market, integrating Enterprise small cells, Unified Communications, Hybrid-Cloud, Security, Presence, and other business applications that enable Mobile Operators to enhance their bundled Business Solution offerings. NEC believes this ability to monetize enterprise mobility through these enhanced services is a key differentiator and a compelling application for both Enterprises and MNOs. This has the power to transform the traditional role of the MNO from a connectivity provider to that of a business solutions partner, in concert with NEC and our global network of business solutions consultants, integrators and service partners. A similar business model can be extended to the context of public small cells and C-RAN, working in concert with local city governments, to deliver added value to smart city and public safety applications.



Enterprise Evolution & Convergence with Smart Cells

Small Cells
Coverage, QoS, Security, Capacity, Resilience

Mobile Unified Communications
Messaging Presence, Collaboration, Contact Management

Edge Cloud
Hybrid Public and Private Cloud - Collaboration Tools

Security
Public Safety, Location, Firewall, NeoFace

Smart Cells Portfolio by market segment

3G/4G quality, customer experience, mobility and security at the TCO and TTM of WiFi

Homes & small offices

Consumer devices for homes and small offices.

The plug and play “zero touch” capability enables the end-user to self-install this, much like a WiFi home router – with ease and without any operator support or intervention.

They are well proven customer retention & acquisition tools for mobile operators as they generate increased customer satisfaction, loyalty and reduce customer churn.

SME

(Small & Medium Enterprises)

3G and 4G Small Cells to meet the requirements of Small to Medium enterprises for cost-effective and immediate solution for improved customer-experience coverage and capacity.

Like the residential Access Points, the same “zero touch” base installation is achievable (Plug & Play setup into an Ethernet internet connection).

Works over any Enterprise Ethernet LAN and WAN.

No special network support or provisioning of expensive, dedicated backhaul is required at the customer premises.

Large Enterprise & Public spaces

Market-proven commercial volume deployments of 3G and Dual Mode (3G+4G) smart coverage & capacity solutions for large scale enterprises and public spaces. Delivers WiFi-like TCO (Total Cost of Ownership), rapid delivery and TTM (Time To Market), compared to legacy DAS, enabling operators to differentiate from competitors. Self-configuring and self-optimizing managed SON with a simple, scalable architecture. Typically higher capacity and throughput per user than DAS and single-vendor solutions. LTE-U LAA and WiFi available as options.



Enterprise Requirements Define the Mobility Solution

- Coverage : Wherever macro coverage cannot reach, typically due to signal strength absorption by the building.
- Capacity : Supporting all the users’ phones, tablets and other devices where they need them, when they need them.
- Quality : Supplying the expected Quality of Service (QoS) that only licensed spectrum such as 3G and 4G can provide.
- Throughput : Providing the download and upload speeds that Enterprise users’ expect from a high quality 3G and 4G service mobile operator.
- Time to market: Enterprises expect minimum disruption and maximum ease of installation – also enables the mobile operator to more rapidly address market demand.

