



**SOLUTION BRIEF: MOBILE NETWORK OPERATOR**

## Keeping Subscribers Connected and Cell Towers Concealed

**OVERVIEW**

### A Leading Mobile Network Operator Discovers that not all Connectors are Created Equal

Subscribers love the convenience and connectivity their cell phones afford them. However, to enable communication anywhere, anytime cell phone towers must be erected across the land, which is not loved by these very same mobile users. Many times they are eyesores and ruin beautiful landscapes. To combat this issue, mobile network operators (MNOs) are turning to creative ways to conceal them.

To better blend in with the environment cell towers often are disguised as a tree, a piece of art, a cactus or many community churches are hiding them in their steeples.

A leading US mobile network operator decided to use the concealment method by placing a cell tower in a local church steeple. The mobile operator avoided community opposition to the conventional cell tower, but unfortunately experienced another problem instead – chronic RTWP (Received Total Wideband Power) noise issues across all existing lines. RTWP is related directly to Uplink Interference, which causes performance degradation. Many valuable hours and much money was spent trying to identify the source of the connection issue.



JMA Wireless connectors eliminated RTWP noise issues at a leading US carrier

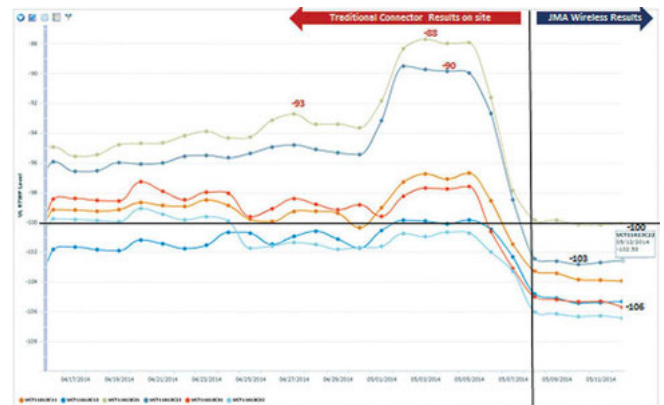


## SOLUTION

### Unique Compression Connector Solves the Issue

Frustrated with the project delays and excessive operational costs, this mobile network operator turned to global market leader, JMA Wireless. First, JMA Wireless PIM tested all existing lines and every one failed to meet the carrier's minimum specification of -150dBc. Next, JMA Wireless replaced all of the existing connectors with its world renowned universal compression connectors. These connectors utilize a patented active compression technology, which eliminates PIM, installs in one minute and guarantees long term reliability. After replacing all of the existing connectors with the JMA compression connectors the lines were retested. The results were quite extraordinary. All of the new connectors passed PIM 100% on the first attempt. By resolving the PIM issue all lines dropped below the carrier's minimum specification

of -100 dBm for RTWP, resulting in enhanced performance for the entire site.



## RESULT

Phenomenal results achieved with less time and money

By implementing the universal compression connectors from JMA Wireless the MNO saved time and money, and was able to remove this cell tower from its troubled site list. A leading executive from the carrier stated, "Prior to working with JMA Wireless, the amount of money spent on trying to fix just this single site was the equivalent of paying for 50 sites worth of connectors or approximately \$75,000!" In addition, the carrier incurred savings related to training costs because only hours, not weeks of training were required.



It takes only hours to train a new recruit to install JMA Wireless universal compression connectors and the results are outstanding. With traditional connectors it takes several weeks to achieve the same level of training and due to the nature of the connection you just can't guarantee an acceptable result."

ONSITE INDUSTRY CONTRACTOR

## About JMA Wireless

JMA Wireless is the leading global innovator in mobile wireless connectivity solutions that ensure infrastructure reliability, streamline service operations, and maximize wireless performance. Employing powerful, patented innovations their solutions portfolio is proven to lower the cost of operations while ensuring lifetime quality levels in equipment and unrivaled performance for coverage and high-speed mobile data.

JMA Wireless solutions cover macro infrastructure, outdoor and indoor distributed antenna systems and small cell solutions. JMA Wireless corporate headquarters are located in Liverpool, NY, with manufacturing, R&D, and sales operations in over 20 locations worldwide.

**FOR MORE INFORMATION:**

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