



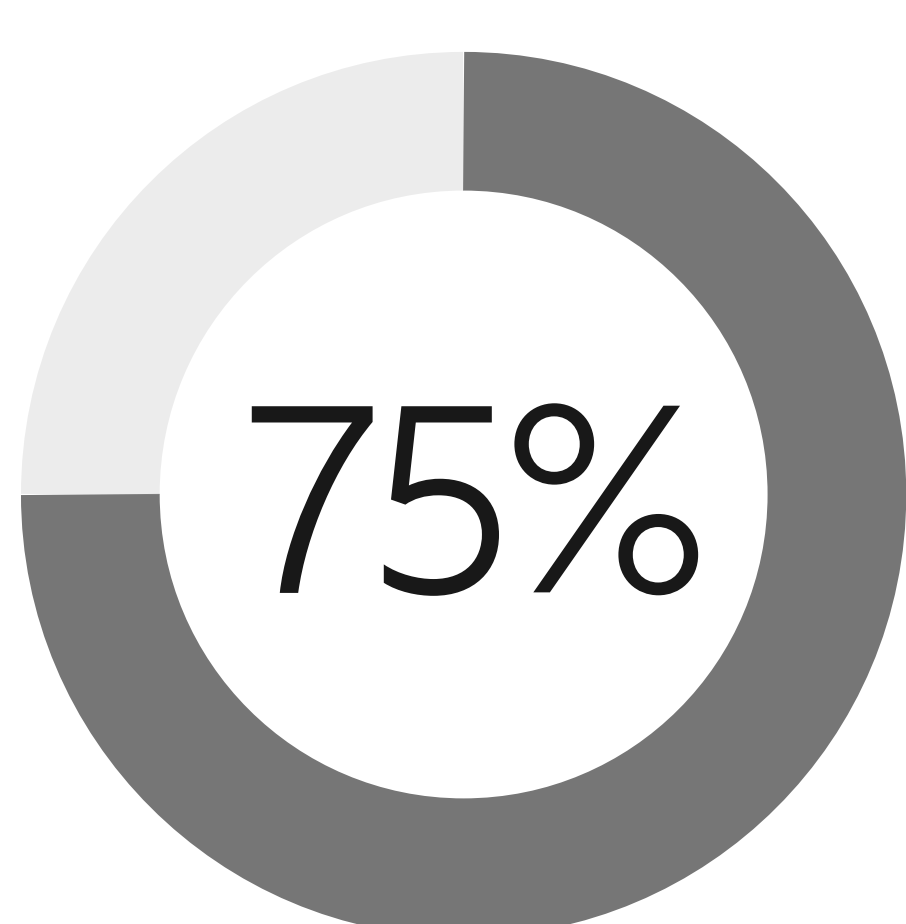
# Small Cells Evolution

Delivering cost-effective Small Cell deployments

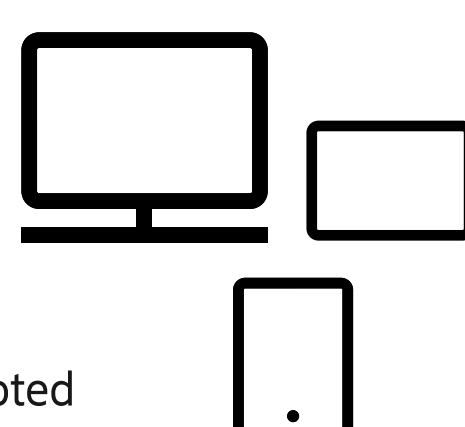
## What is driving the evolution?

### Behavior

BYOD increases indoor coverage demands

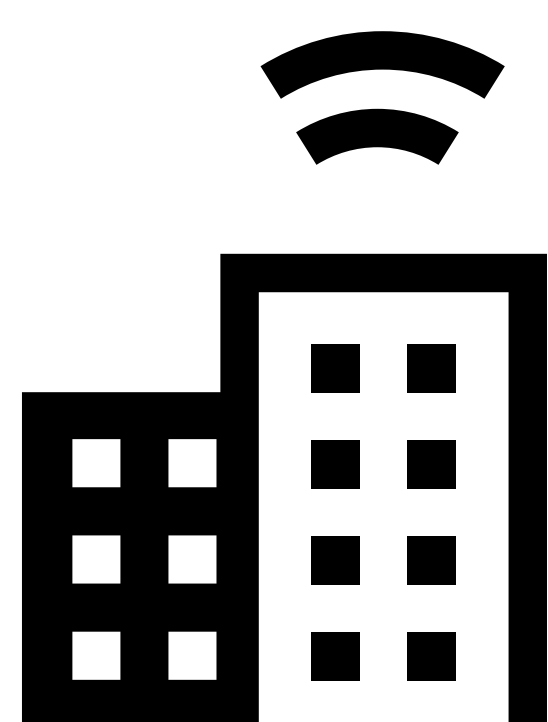


of employers have adopted bring-your-own-devices policies, or plan to in the near future



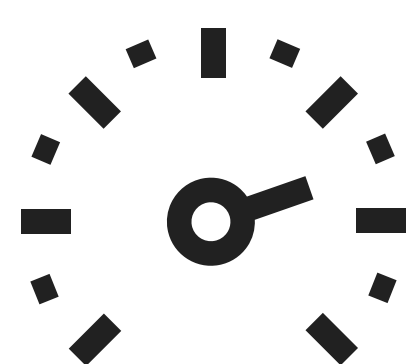
### Deployment

Consumers demand better connectivity



60%

of users unsatisfied with indoor cellular connectivity



90%

of our time is spent indoors

## Market trends demand an evolution



Non-traditional operators entering the wireless market

IoT

IoT demands massive network support



5G requires Small Cells in close proximity

## Solutions for indoor and outdoor networks

- ✔ Enables traditional & non-traditional operators
- ✔ Supports IoT and 5G requirements
- ✔ Delivers true multi-operator solutions

### Small cells delivering performance and reliability

# 10X

more traffic

# 5X

faster downloads

# 1/2

time to deploy

Join Ericsson in the Small Cell evolution