

## SOLUTION BRIEF: Commercial Properties



### Robust Mobile Communication is Emerging as a Competitive Advantage

*Above: The JMA Wireless Teko DAS ensures mobile connectivity for workers in the John Hancock Tower in Boston.*

# Commercial Properties Recognize Wireless Connectivity Challenges

Today's property managers are always looking for an edge in the highly competitive commercial real estate market. In fact, the U.S. office market vacancy rates are projected to hover around 12 percent for the next few years.<sup>1</sup> To keep their properties full, managers must continue to ensure tenant satisfaction with building amenities above and beyond the standard offerings. Robust in-building cellular coverage and capacity is now becoming a must-have for commercial properties. Ever increasing data demands on traditional cellular networks require investments to empower tenants who expect mobile connectivity anywhere, anytime.

#### WIRELESS COVERAGE CHALLENGES

Property managers of commercial properties have been experiencing an increasing number of pain points when trying to meet the wireless needs of its tenants. It is not an easy task to provide adequate cellular coverage and capacity in high-rises that are constructed of steel and concrete and oftentimes now built to be LEEDS certified, which adds another level of complexity. Moreover, the issue is further compounded by buildings located in dense urban areas.

In these facilities a growing number of companies are installing BYOD (Bring Your Own Device) policies and even forgoing use of traditional landlines altogether. Almost 75 percent of businesses are using or planning to implement BYOD.<sup>2</sup> However, BYOD presents new challenges to property managers. Since employees can choose their own device and service provider with BYOD,

facilities must ensure they can support multiple bands and multiple operators. Tenants demand ubiquitous cellular coverage and capacity, similar to the expectations for Wi-Fi. In addition, wireless networks are taxed even further now that smart phones are often used as the main means for business communications.

Furthermore, wireless coverage and capacity must be available during emergency situations to not only meet the needs of tenants, but first responders as well. During a crisis people automatically reach for their cell phones to share texts, voice messages and videos. Lack of connectivity is unacceptable and can result in further mayhem.



*Above: 4 World Trade Center relies on a JMA Wireless Teko DAS for robust cellular connectivity and coverage.*

#### **DEPLOYING AN INNOVATIVE SOLUTION TO MEET WIRELESS NEEDS**

JMA Wireless offers a broad portfolio of leading-edge solutions that enable fast, secure and pervasive cellular communication for many different types of environments including commercial high-rise buildings. The modular Teko DAS (Distributed Antenna System) in particular is an ideal solution to support the wireless communication needs of a commercial property. In fact, today many prospective tenants ask leasing agents if a property has a DAS already installed before they sign on the dotted line. Tenants realize a DAS can help their business run more efficiently and ensure their mobile communications strategy is effective. A DAS not only attracts new tenants, but also turns them into long-term occupants, which results in increased NOI (Net Operating Income) and building profitability.

The modular Teko DAS supports multiple operators and multiple bands making it the perfect solution to support BYOD and maintaining long-term tenants. Even if a particular carrier does not want to invest in a building's

DAS, the Teko solution can still offer enhanced cellular coverage and capacity via a direct interface with the BTS (Base Transceiver Station) or with an RF repeater.

The Teko DAS uses a single optical fiber to distribute multiple frequency bands and multiple carriers from the rack mounted Master Unit to one or multiple Remote Units, making it a very cost efficient communications solution. In fact, the Teko configuration uses 50 percent to 75 percent less fiber than competitive offerings.

In addition, JMA Wireless also offers an off-premise option known as C-DAS (Centralized Distributed Antenna System). The critical mobile processing equipment is offsite while JMA's antennas are located throughout the commercial property. C-DAS preserves valuable in-building real estate, enables central management system wide, and distributes RF capacity as needed. It can be programmed to easily move capacity into different areas, adapting to the changing usage in a metro area and providing better spectrum utilization. Furthermore, this centralized approach can reclaim up to 85 percent of valuable on premise real estate as well as enable greater economies of scale; therefore, decreasing the TCO (Total Cost of Ownership) and ultimately improving the NOI.

Finally, the Teko DAS was developed with the future in mind. Its modular design enables a commercial property to easily introduce new technologies or services into an existing network. Not only can current equipment be leveraged, but existing fiber can be used as well. The Teko DAS is a future ready solution that costs a fraction of competitive offerings.

#### **JMA WIRELESS – PARTNER FOR TODAY AND TOMORROW**

For over 70 years JMA Wireless has been a key partner to many leading businesses around the globe. Its innovative solutions, and relationships with service providers and the best system integrators have enabled them to bring end-to-end offerings to its clients. In addition, JMA Wireless now provides financing options with JMA Capital, making it easier than ever to install a wireless solution when and where needed.

#### **About JMA Wireless**

*JMA Wireless is the leading global innovator in mobile wireless connectivity solutions that assure 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 see [jmawireless.com](http://jmawireless.com).*

Sources:

<sup>1</sup>Statista.com

<sup>2</sup>"Research: 74 Percent Adopting or Using BYOD", Teena Hammond, January 5, 2015 ZDNet

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