# TruOps Common Language for Tower and Network Site Companies

**maximize revenue by raising visibility with communications service providers and streamlining their 5G buildouts**

## challenges

Companies that own towers often have little information about the equipment that communications service provider (CSP) tenants deploy at their sites. This limited visibility can undermine their ability to meet their prospective tenants' business and technology requirements, and, in turn, constrain its revenue opportunities.

## solution

TruOps Common Language enables companies that own towers and other network locations to verify and augment their site information and then share it in the industry-standard framework that potential customers prefer in order to streamline interworking between their locations and their CSP and backhaul provider customers.

## results

Leveraging the power of Common Language, companies can elevate the visibility and attractiveness of their network sites among CSPs, fiber providers and backhaul providers, which can help companies grow its revenue and market share.

## challenge:
### speaking a common language with prospects and customers

Many CSPs owned towers and other network sites until 3G, when they began divesting those portfolios to fund the purchase of new spectrum and network infrastructure. The companies that acquired these facilities for leaseback often are unaware that the original owners registered detailed information about each site in an authoritative database managed by a trusted third party: TNS.

As a result, they have inadvertently failed to take advantage of this industry-standard resource to verify, correct and augment information about the towers and network sites that they now own, operate or manage. This can undermine their revenue and competitiveness.

For example, CSPs need accurate information to make informed site-selection decisions quickly. This enables them to build out their 5G networks or complete service activations rapidly and efficiently to capture market share and drive returns on their spectrum and infrastructure investments. When tower and network site companies provide incomplete or incorrect information, or use a nonstandard format, the magnitude of what their sites can do becomes less visible to CSPs.

## solution:
### industry-standard framework for describing and sharing tower and network site information
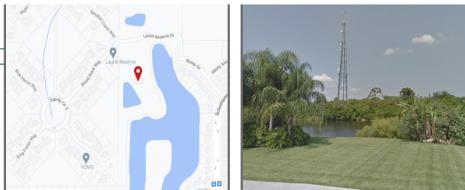
Commercial real estate infrastructure companies that own, operate and manage towers, can turn to TNS to learn how TruOps Common Language CLLI Codes can help. That's because CSPs and other telecom ecosystem members use them to identify, classify and understand the location and other attributes of network infrastructure such as towers, poles, routers and points of presence.

CLLI Codes help CSPs streamline interconnection with their peers, maximize efficiency and minimize errors network design and provisioning. Over 1,800 CSPs and other telecom businesses use the Common Language CLONES database, a location registry that covers 5.0 million U.S. sites representing 10 million network entities. The CLONES database averages averages 94 million transactions daily, which further highlights its role as a trusted, go-to resource for the telecom industry.

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## solution (cont.)

Initially, commercial real estate infrastructure companies could simply supply TNS with a list of towers that it currently manages. TNS then uses the CLONES database     the global repository of CLLI Codes     to provide the information associated with each of those sites. The following infographic is an example of one set of site information, which has been altered to protect the identity of the company.

123 MAIN DR, ANYTOWN, ST 10001

1 record found
CLLI:         WDZAAB10

LAT:          12.345678
LON:          123.45678

Date Record Created: 09/27/2019
Status: Active
Site Description: Customer Building, Cell Site
Record Creator: XYZ Telecom

Network Entities: 21

| Entity Code | Entity Type | Description | Company (Creator) |
|---|---|---|---|
| 00W | DIGITAL PACKET DEVICE | ROUTERS | XYZ Telecom |
| 0AW | DIGITAL PACKET DEVICE | CIENA 3930 10G CSIPA | First Cellular |
| 0CW | DIGITAL PACKET DEVICE | SWITCH, ETHERNET NTE | Gold Wireless |
| 0EW | DIGITAL PACKET DEVICE | ETHERNET NTE CIENA-MI13XC047 | Gold Wireless |
| 0FW | DIGITAL PACKET DEVICE | CIENA NTE SFL559 | First Cellular |
| 0HW | DIGITAL PACKET DEVICE | SWITCH, ETHERNET NTE | First Cellular |
| 0IW | DIGITAL PACKET DEVICE | CELL SITE | MG Broadband |
| 0JW | DIGITAL PACKET DEVICE | SWITCH, ETHERNET NTE | MG Broadband |
| CM1 | MOBILE/SWITCHING CENTER (MSC)/MOBILE TELEPHONE SWITCHING OFFICE (MTSO) | GOLD WIRELESS SERVICES | XYZ Telecom |
| D00 | PROCESSOR/SERVER GROUPING | RET CONTROLLER | TelcoView LLC |
| FD1 | FRAMES | DSX-1 RR 01 LINEUP | XYZ Telecom |
| FD2 | FRAMES | LCIE RR 1 LINEUP | XYZ Telecom |
| HA0 | MISCELLANEOUS NONSWITCHING ENTITY | COLOCATION / CAGE | XYZ Telecom |
| Q01 | RADIO ACCESS NETWORK EQUIPMENT | CELL SITE EQUIPMENT | First Cellular |
| Q02 | RADIO ACCESS NETWORK EQUIPMENT | BASE STATION | Gold Wireless |
| WAA | FACILITY/CIRCUIT POINT OF INTERFACE (POI) | HICAP SPECIAL ACTL/SC-023 (PFM) | XYZ Telecom |
| O00 | MISCELLANEOUS OPTICAL EQUIPMENT | FUJITSU 8300 I-TEMP REMOTE MUX #1 | TelcoView LLC |

* All entries shown use fictitious  data and are for illustration purposes only.

## results: maximize revenue by raising visibility and enabling faster buildouts

After reviewing the CLLI Code information about its sites, the company can recognize how Common Language makes its tower assets visible to CSPs when they are planning network coverage.

Being registered in the system provides the company's prospects and customers with an easy method to search and locate sites. Common Language's industry-standard descriptions and accurate representations also enable CSPs, fiber providers and backhaul providers  to understand each potential site's key characteristics quickly, accurately and confidently.

As other industry players deploy equipment and resources on these tower sites, they also register the corresponding network functionality associated with these new sites, providing a robust view of the network infrastructure in place at any given time.

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