

HANDOUT

TruOps Common Language

How Commercial Real Estate Infrastructure Managers can Capitalize on the 5G Mobile Market

Drive New Revenue from your Existing Assets

Communication Service Providers (CSPs) will deploy roughly 36 million 5G small cells by 2027¹. This aggressive buildup creates major revenue opportunities for owners of commercial real estate such as office buildings, shopping centers and apartment complexes. Not only do they enable CSPs to expand their 5G networks quickly and cost effectively, but they can also help launch value-added services. For example, CSPs can deploy small cells on the exterior of a parking garage to help provide coverage on adjacent streets and buildings, which provide critical interconnection points to other CSPs and cloud providers and can enable edge computing applications.

The Bottom-Line Benefits of an Industry-Standard Format

The key to unlocking the value of your real estate assets is by using TruOps® Common Language®, the same industry-standard terminology and framework that more than 1,800 CSPs, network element providers (NEPs) and equipment manufacturers rely on over 30,000 times each day. The Common Language suite of services enables you to identify, classify and understand the location, capabilities and other key attributes of nearly 600,000 pieces of infrastructure from 1,000 NEPs.

Using Common Language to register your real estate assets ensures that their attributes are accurately documented and exchanged in the telecom ecosystem's preferred format. This is critical for avoiding misunderstandings that can delay the launch of 5G services or increase the cost of deployment. As a result, using Common Language makes your assets more attractive to CSPs, putting you in a better position to maximize revenue and competitiveness. The Common Language registry ensures that decision makers see not only all currently available assets, but also forthcoming ones.

¹ <https://www.smallcellforum.org/scf-market-forecast>

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For example, site-selection managers can see the CSP functionality available at each of your sites. This elevates your assets above those of competitors that do not use Common Language to share that information in the industry go-to resource and in the preferred format.

Quickly Exchange Accurate Data

Common Language supports the transport and access services requirements of CSPs. For example, the TruOps® Common Language® CLLI™ Code is an 11-character, globally unique identifier that represents a physical location for a network site such as a cell site or telephone pole, as well as the types of communications functionalities available at that site, such as a session border controller or wireless switch. CLLI Codes facilitate rapid and accurate communication of points of interface for interconnection and precisely identify the location of each asset, all of which makes you a more attractive partner to CSPs.

TruOps® Common Language® Network Channel and Network Channel Interface (NC/NCI™) Codes describe network channels, circuit-interface characteristics and associated interface specifications. NC and NCI Code sets simplify the provisioning and billing processes, and their standard, compact format makes it easy for CSPs to order access services.



Commercial real estate infrastructure managers can leverage CLLI Codes for:



Site selection support

prioritize new locations for development



Customer expansion efforts

broadcast availability of new sites to new and existing customers

How To Get Started

Common Language is a must-have for operations and network planning executives at data center operators. It makes your organization a more attractive partner for CSPs and enables you to move up the value chain by supporting connectivity services such as interconnection and 5G network expansion.

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