



SiteShare: a proven approach to maximising revenue

SiteShare is an end-to-end managed service designed to enable mobile, wireless broadband and other network operators to broaden their service coverage quickly, predictably and cost-effectively. Working in partnership with you, we can help your business deliver revenue-generating services to more customers, for less.

Operating in one of the most competitive marketplaces in the world, network operators across the UK have put network coverage as a high priority.

Targets for the rollout of 3G have combined with an ever more demanding customer base to increase the pressure yet further.

But the successful deployment of a new base station can prove time-consuming and costly. After all, there's much more to consider than just the cost of a new site and equipment. Structural surveys, property management and Local Authority planning issues all take time to resolve – and time is one thing today's operators have in short supply.

SiteShare is a fully managed service designed specifically to address the challenges of extending coverage in a predictable and highly cost-effective manner, enabling operators to generate additional revenue at a lower overall operational cost.

We have over 50 years' experience in the deployment, management and maintenance of wireless broadcast networks throughout the UK. And with more than 2,000 sites, Arqiva offers an unrivalled combination of breadth, simplicity, reliability and innovation to deliver an end-to-end shared site solution, trusted by the UK's leading operators.

Arqiva: a trusted partner

Thanks to Arqiva's unique and innovative approach to site sharing, we're able to offer the ideal solution to meet the network provisioning requirements that face the UK's operators today.



We will work in close collaboration with you to help ensure you get the best possible network coverage, addressing the needs of your customers and your strategic business objectives, while at the same time looking after the needs of the local community.

Industry-leading service from Arqiva

At Arqiva, we recognise that our customers are the lifeblood of our organisation. That's why we are committed to providing world-class customer service. It's a commitment that extends to accessing sites in the shortest possible timeframes and in accordance with the most stringent Service Level Agreements in the industry.

We continually review our performance, looking for any area for potential improvement. We also have an ongoing acquisition programme, proactively working to extend our sites footprint. Our site application to site delivery conversion rate is industry-leading and we work hard to maintain and improve that credential.

An end-to-end, fully managed service

SiteShare is a fully managed service, designed to help our mobile operator customers to deploy additional network capacity in a predictable, cost-effective and straightforward fashion. The service comprises a number of different elements.

Dedicated account management

We act as a single point of contact, managing issues ranging from site nomination, electricity provisioning and site access to site security and Health & Safety.

This holistic approach to site sharing is underpinned by our dedicated account management team. This team will work closely with the appointed in-house project manager who will oversee the project through to handover.

Application management

We have a team of property professionals who are on hand to identify and resolve any issues to ensure that your application for site sharing runs as smoothly as possible.

Our teams have an in-depth knowledge of each of our sites, available mast capacity and local terrain, and have developed key relationships with landowners and Local Authority planners. We have online site location and assessment tools called SiteFinder and QuickLook. Visit www.arqiva-sitefinder.com to register to use these tools.

Health & safety

At Arqiva, Health & safety is always at the forefront of our activities. This is reflected in the way we do business:

- We assign in-house teams to ensure that all our sites are fully compliant with ICNIRP standards for RF emissions
- We work closely with the mobile operator and wireless provider community to actively promote safe and community-friendly network deployment
- We are committed to sponsoring government-backed independent medical research into the effects of mobile telecommunications.

Project management

Our project teams are committed to:

- Delivering on time, every time to help you secure a place as a front-runner in the race for market share
- Continually examining our processes and procedures to ensure we can meet even the most demanding requests for time-to-air
- Helping maximise your revenue potential and commercial advantage.

Rigging

Arqiva's in-house rigging service offers the following benefits:

- Smooth delivery of site projects
- Quick and efficient response to peaks in workload at any location throughout the UK

- Assured access to the latest feeder and antenna testing equipment – supported by experts in structural integrity, RF safety and RF interference.

Redevelopment

Our infrastructure portfolio ranges from small lattice structures to masts and towers capable of supporting significant antenna complements.

- We have decades of experience in releasing additional capacity on structures and in compounds previously considered to be at full loading or space capacity
- Through tower strengthening, extension and replacement programmes, we continue to maximise the benefit of existing site locations.

Experts in radio frequency

We have an extensive team of highly experienced RF planners who have deployed UK-wide broadcast networks and supported telecommunications networks for a wide variety of network operators.

Our commitment to deliver

Any necessary skill set, discipline or network planning tool can be sourced within Arqiva. We are a significant sites and skills resource, and we invite network operators to take full advantage of the breadth of our capabilities to support cost-effective and predictable deployment.



Contact us

To find out more about Arqiva's site sharing services and what they could mean for you as a mobile operator, please contact one of our advisors on **0800 052 6246**, email wireless.solutions@arqiva.com or visit our website www.arqiva.com

Arqiva's Wireless Solutions provide market-leading multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. We do this through our own portfolio of towers and masts and managed sites, and our InBuilding (indoor coverage) and CityCell (urban coverage) products.

Our valued customers are mobile operators, wireless broadband and business radio operators, property landlords, developers, architects and landowners. We partner with leading equipment suppliers to ensure our solutions meet requirements. We liaise with the general public and their representatives and all our work complies with the ICNIRP public exposure guidelines.



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