

Ontix



ONTIX TEMPORARY URBAN SMALL CELLS

Bridge urban NTQ coverage gaps with a fast, flexible solution

“When a macro site is lost, delayed or blocked, mobile operators need a practical way to protect service continuity without waiting months, or sometimes years, for the permanent network answer.

Ontix Temporary Urban Small Cells provide a proven deployment model for restoring targeted urban coverage and capacity using existing street assets, established delivery routes and flexible commercial terms.”

Paul Trubridge

Director, New & Emerging Markets, Ontix



Coverage gaps can't wait for macro replacement

When rooftop sites are lost, delayed or blocked, MNOs need a practical way to protect service continuity.

Urban mobile networks are increasingly exposed to NTQ-driven coverage and capacity gaps, particularly where rooftop macro sites are lost, replacement locations are delayed, or alternative macro options are blocked.

In dense city environments, the route to a replacement site is rarely straightforward. Planning constraints, landlord negotiations, asset availability, visual impact, build complexity and commercial uncertainty can all extend the gap between network need and network resolution.

For mobile operators, this creates a live operational pressure: Customers continue to expect reliable service while a permanent solution is being developed.

Pressure points include:

- Lost or unavailable rooftop macro locations
- Delayed or rejected macro replacement options
- Poor user experience in high-footfall areas
- Pressure from customers, councils and local stakeholders
- Uncertainty over whether the requirement is temporary or permanent
- Commercial risk around long fixed commitments before the end-state network plan is clear



Why it Matters

“Mobile operators should not have to choose between doing nothing and making a five-year infrastructure bet before the macro strategy is settled. Temporary does not have to mean uncertain.

The right small-cell model can give operators a practical way to protect service today while longer-term network decisions continue.”

Danny Hoyle
Account Director, Ontix

Coverage pressure does not pause while acquisition, planning or commercial decisions are resolved.

When a macro solution is delayed, the impact is immediate. Customers still need to connect. Businesses still rely on mobile service. Councils and local stakeholders still see the effect of poor coverage in busy public places.

Our relationship with MNOs means we understand their challenge. It's not simply technical. It is operational, commercial and reputational. The decision is often between leaving a service gap unresolved or committing to an infrastructure model before the long-term network position is fully known.

Ontix Temporary Urban Small Cells are designed to give operators another route: a targeted, flexible and practical deployment model that can restore service in priority urban locations while keeping future network options open.



The Ontix Answer

Providing a practical route to bridge urban NTQ gaps. Targeted small-cell clusters, delivered through existing street assets.

Ontix Temporary Urban Small Cell solutions provide a defined deployment model for addressing NTQ-related urban coverage and capacity gaps by deploying clusters of small cells on existing street assets.

The model is designed for situations where a macro site has been lost, a replacement macro is delayed, or tactical coverage is needed while the long-term network plan is being confirmed.

Ontix provides the deployment route, asset access, infrastructure, connectivity and operational support required to get small cells into service quickly, with minimal visual and street-level disruption.

The Ontix model brings together the following:

- 01** Existing street-asset access
- 02** Proven small-cell deployment capability
- 03** Flexible D-RAN and C-RAN options
- 04** Connectivity and operational support
- 05** Commercial terms aligned to temporary, transitional or longer-term needs
- 06** Practical delivery experience in complex UK urban environments

Built for difficult urban coverage scenarios

A repeatable deployment route from priority gap to targeted service restoration.

Temporary Urban Small Cell clusters are suited to locations where a conventional macro replacement is not immediately available, commercially viable or acceptable from a planning and stakeholder perspective. They provide a tactical, repeatable way to protect service continuity in priority areas while the wider network strategy continues to develop.



Lost rooftop macro site

For locations where an existing rooftop macro site has been lost and a like-for-like replacement is not immediately available.



Delayed or blocked macro replacement

For situations where acquisition, planning, landlord or build constraints are extending the replacement timeline.



Transitional network coverage

For areas where a practical coverage layer is needed while the permanent network solution is confirmed.

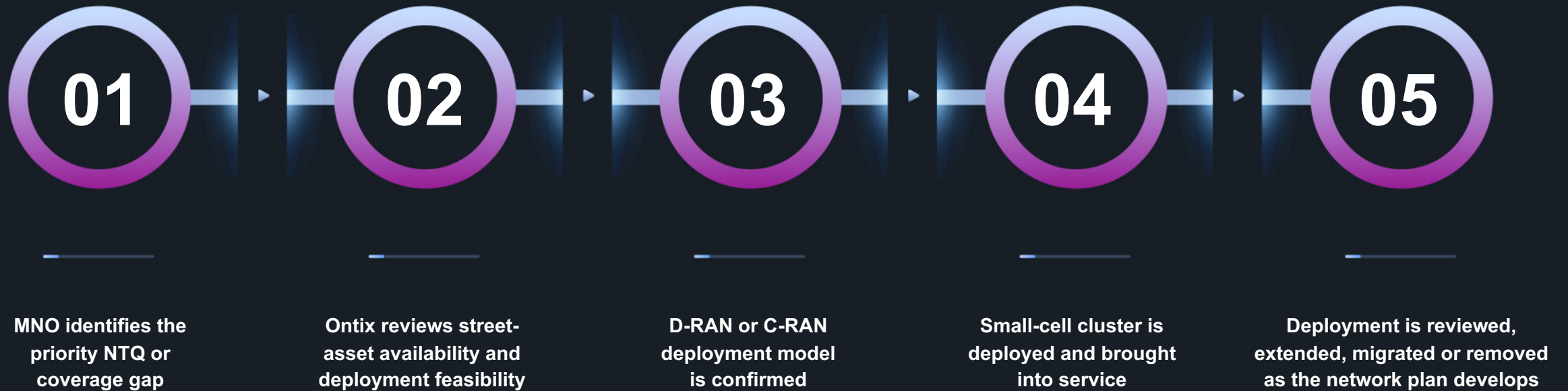
A clear route from NTQ pressure to live service

An Ontix deployment pathway for temporary, transitional or longer-term urban small-cell requirements.

Ontix supports MNOs through a practical deployment process, from identifying a priority NTQ or coverage gap through to feasibility review, deployment model selection, small-cell delivery and future network alignment.

The approach is designed to give operators a clear route forward when macro replacement is delayed, blocked, or unresolved, helping to restore targeted service while keeping longer-term network options open.

How it works



Two deployment options, one flexible delivery model

D-RAN and C-RAN routes aligned to the operator’s technical, commercial and network requirements.

Temporary Urban Small Cell deployments can be structured around the preferred radio and network architecture.

Whether the requirement calls for a straightforward D-RAN model or a C-RAN approach using hosted BBU capacity, Ontix provides the site access, infrastructure, connectivity and operational support to help bring the deployment into service.

Consideration	D-RAN: Bring-your-own-radio	C-RAN: Using hosted BBU capacity
Best for	Tactical NTQ infill and shorter-term coverage	Higher-capacity locations and repeat urban deployments
Radio approach	MNO provides or specifies radio equipment	Centralised BBU capacity hosted by Ontix
Street-level footprint	Radio equipment located at/near the site	Reduced equipment footprint at street level
Operator control	Strong control over radio architecture	Hosted model based on agreed technical feasibility
Commercial fit	Shorter-term tactical need	Potentially stronger Total Cost of Ownership for repeat locations
Deployment pattern	Individual or targeted sites	Clustered sites around a C-RAN hub



Flexible terms, Practical benefits, Better-connected places

Temporary need should not force a long-term infrastructure bet.

One of the main barriers to NTQ-led small-cell deployment is uncertainty over committing to long-term infrastructure for a temporary need. Ontix addresses this with flexible commercial terms that align to deployment duration and future network plans, giving operators a practical alternative to delaying action or committing too soon.

Commercial flexibility options may include:

- Shorter initial terms for tactical NTQ cover
- Improved pricing for longer commitments
- Migration from temporary to longer-term service
- Licence recycling or reallocation where a temporary site is no longer required
- Terms aligned to the operator's network uncertainty and deployment strategy

For MNOs	For councils and city stakeholders	For end users and places
Rapid response to NTQ coverage gaps	Use of existing street assets	Better mobile experience
Reduced dependence on uncertain macro timelines	Reduced streetworks and planning friction	Improved connectivity in high-footfall areas
Targeted 4G and 5G service continuity	Less intrusive than new macro infrastructure	Support for residents, workers, visitors and businesses
Flexible term structures	Faster resolution of visible coverage issues	Stronger digital experience in urban places



Proven small-cell delivery in complex UK urban environments

Ontix has already delivered small cells in complex UK urban environments, including central London.

This is not a theoretical proposition. The supply chain, delivery model and operational capability are already in place.

Through established agreements, deployment processes and experience across both D-RAN and C-RAN models, Ontix gives mobile operators a practical route to bring targeted small-cell coverage into service where it is needed and matters most.

- Nationwide Open Access Agreements
- Westminster concession
- Hundreds of small-cell deployments across London and other towns and cities
- Delivery experience for all UK MNOs
- Established street-asset access and deployment processes
- Practical experience with both D-RAN and C-RAN deployment models

Ontix provides a proven way to bridge urban coverage gaps, reduce customer impact and keep future network options open.



Get in touch.



T +44 (0)330 1229000



E info@ontix.co.uk



16 Hanover Street, London, W1S 1YD



ontix.co.uk