

Take control of your growth strategy



Get data-driven answers to increase growth:

We capture data on wireless spectrum and turn it into accurate, actionable insights that enable tower companies to grow with confidence. Each of our solutions can be customized to fit into your existing data acquisition strategy, while answering the questions that are specific to your needs.

More than just data:

Our solutions go past providing you with raw data. We provide you with accurate, actionable insights derived from our advanced sensor technology and machine learning algorithms.

TowerLogix is the infrastructure industry's most advanced solution for maximizing the ROI on your existing and future assets.

Advanced solutions from TowerLogix	High-Priority Tower Build Zones	+ Tower ROI Analysis	+ Tower Lease-Up Assessment
	For your new growth strategy	For your investment strategy	For your asset management
	We've identified High-Priority Tower Build Zones, which are the most desirable locations for new tower builds in major metro areas across the United States.	With Tower ROI, you can learn the expected return over a given period of time for a new tower. Using advanced algorithms and metrics, we provide you with the information you need for your ROI model.	With a Tower Lease-Up Assessment, we assess the possibility to upsell a site by adding a new wireless operator. This valuable information helps you to evaluate which operator has the most potential as a candidate leasing your site.
	Included in TowerLogix purchase	Beta testing – coming soon!	Beta testing – coming soon!

Tower Essentials

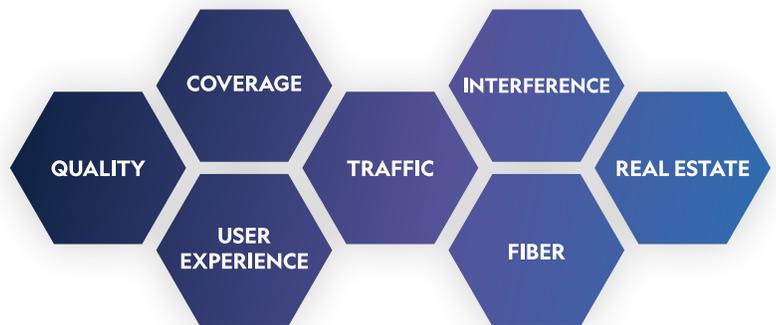
Solutions Tower Essentials provides

Where are the transmitters/sites and their related data?

With our proprietary sensor technology, we capture data that is processed with our advanced algorithms to geolocate the wireless transmitters. Get key information including the operators hosting the transmitters, technology standards, frequencies and bandwidths, or coverage-related measurements.

What is TowerLogix?

TowerLogix is a combination of metrics derived from machine learning algorithms and advanced sensor technology. The seven TowerLogix metrics are key to answering the industry's most pressing questions, and they are each field tested and authenticated to ensure we provide the most accurate, actionable insights on the market.



The metrics explained

Coverage: Measurements of signal power that translate to coverage availability*

Quality: Indications of the signal quality*

Interference: Calculations of interference, including signal vs. noise ratio*

User experience: Throughputs in downlink assessing user experience*

Traffic: Data layer that adds the real user traffic demands

Real estate: Data layer assessing the cost and feasibility/go-to-market of real estate

Fiber: Data layer that informs of the proximity to fiber for backhaul connectivity

*The first four metrics are included in the standard version of TowerLogix. The last three metrics are optional and offered at an additional cost.

Who is TowerLogix best suited for?

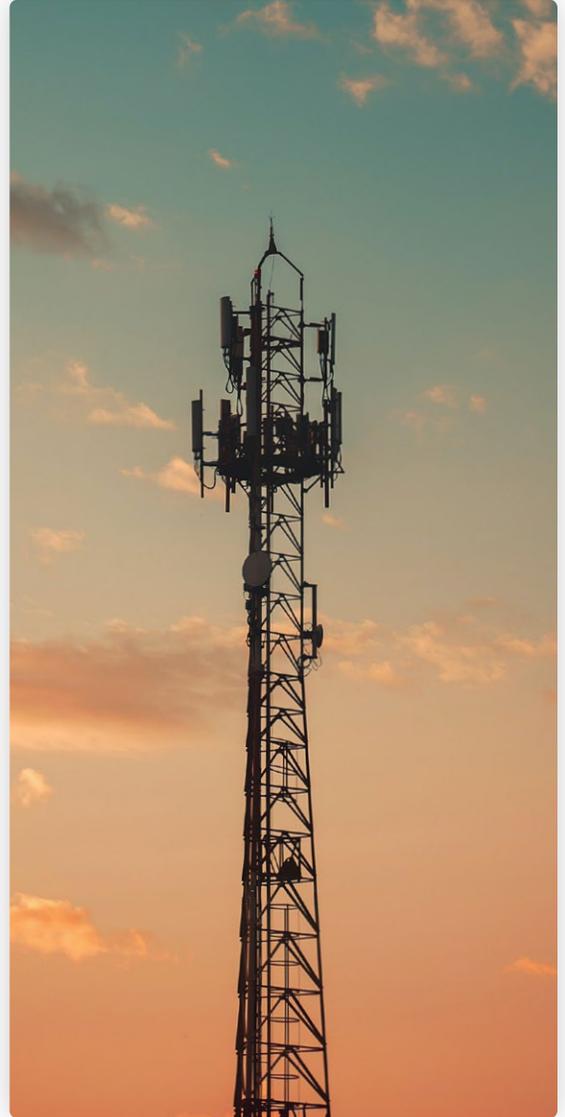
For the tower company that is eager to adopt a proactive growth strategy and a data-driven business model, TowerLogix is the most advanced solution available. You don't need a full team of data analysts or radio network engineers to understand and act on the data – TowerLogix defines and answers what you need to know for proactive growth.

Why invest in TowerLogix?

With the demand for wireless spectrum skyrocketing, the tower and infrastructure industry is at the center of an ever-changing environment. From 5G, to smart cities, to the IoT (Internet of Things), organizations are facing immense pressure to adapt and respond faster to customer demands. TowerLogix enables organizations of all sizes to leverage data and quickly make smart decisions for long-term growth.

How is TowerLogix delivered?

TowerLogix is offered per geographic area of interest, including metro, suburban, or rural areas, with an encompassing option to package the entire continental U.S. The different metrics are weighted to obtain an average metric per hexbin. The additional metrics, and their associated weights, can be selected according to the chosen priorities. The values of the metrics are obtained for the top wireless operators at one time. We can also provide the metrics and averages for a single operator.



Aurora Insight

Aurora Insight empowers wireless-centric decision-makers with actionable insights by accurately and impartially decoding the vast wireless spectrum.

CONTACT US FOR MORE INFORMATION

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