



Indoor Cellular Coverage for Banks and ATMs



Alexandra, IT Director

Alexandra is the IT Director for one of the country's biggest banks. She works in the bank's central office, setting the IT strategy and managing personnel who oversee IT for more than 25,000 branches in regions across the country.

BUSINESS NEED

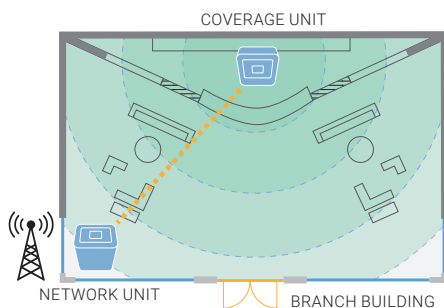
SIGNAL INTERFERENCE IN BRANCH OFFICE STANDS IMPEDES DAY-TO-DAY BUSINESS OPERATIONS



As with many banking organizations, a good number of branch operations are housed in buildings with thick concrete walls that interrupt cellular signals coming into the locations. In many cases, the layout and building materials not only lead to dropped calls, data gateways are also unable to connect to modems. Alexandra is constantly receiving complaints about poor cellular coverage from multiple sites; she is also dealing with connection issues related to newer offsite ATM machines as well as digital signage systems in lobbies and mall walkways. These systems rely on 3G/4G/LTE to connect wirelessly to the bank's central operations. Switching providers is not an option since many locations are getting almost no cellular coverage from any of the four mobile operators servicing the regions. Alexandra is given the mandate to resolve the problem within two weeks. In testing femtocells and repeaters, it became clear they were not consistent enough or effective for some of the wireless applications such as signage. Alexandra requires a single solution that can handle cellular coverage needs across the board.

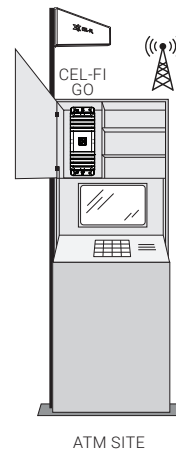
SOLUTION

CEL-FI SMART SIGNAL BOOSTERS PROVIDE A QUICK AND EFFICIENT WAY TO GET STRONG CELLULAR COVERAGE



Alexandra contacts a communications expert for some possible options. The consultant recommends trying the Cel-Fi Smart Signal Boosters family of products for all her coverage needs. Cel-Fi DUO+, Cel-Fi PRO, Cel-Fi GO, and Cel-Fi PRIME were all used to accommodate the various buildings, branch sizes, ATM locations, and carriers in the region. The carrier-grade cellular coverage solutions not only maximize cellular coverage for 3G/4G/LTE, but offer coverage footprints of up to 15,000 sq. ft. In some cases, ruggedized (NEMA 4 rated) systems were installed for use inside or outside a building – a significant plus when optimizing donor signals in a given area. Alexandra begins trials at selected sites, where she discovers an installer is able to deploy

a system in less than an hour. In most cases, they only need to mount the Cel-Fi Smart Signal Booster and plug it in, and the system self-configures and self-optimizes automatically. In each installation, the resulting cellular signal proves to be strong and stable enough to resolve all her coverage challenges. After the initial testing is complete, she decides to roll out Cel-Fi Smart Signal Boosters to thousands of branch locations, as well as hundreds of ATM and digital signage sites.



**BEYOND
BETTER
COVERAGE**

- Easy to install in four simple steps
- Improved performance (100db of gain)
- Lower product cost versus alternatives

Cel-Fi Smart Signal Booster

cel-fi.com