

## Top three antenna-related limiters to backhaul capacity

The race to address surging wireless demand has become critical. Consumer expectations are insatiable; anything less than five bars of coverage can impact loyalties. But the answer is not simply adding a new microwave antenna. Densely populated urban areas make that impractical, if not prohibitive.

A better, more durable solution focuses on a thoughtful backhaul strategy, one where antennas seamlessly connect your network's sites, both today and long into the future. And, to be truly successful, the solution must balance the three Cs of microwave backhaul—cost, capacity and complexity—to ensure the initiative will provide maximum benefit for you and your customers.

### COST

As margins have become increasingly tight and competition more daunting, controlling costs has become a paramount concern. But basing your backhaul infrastructure decisions on cost alone may prove to be a long-term liability, not an asset.

The marketplace is littered with large, bargain antennas that are inefficient at best, requiring a greater number to deliver the desired capacity and coverage. These additional antennas and larger dish sizes translate to additional tower lease, maintenance and spectrum expenses, which, together, can easily eclipse the cost of a superior antenna. Plus, if the "bargain" antennas lack low side lobes, interference will increase.

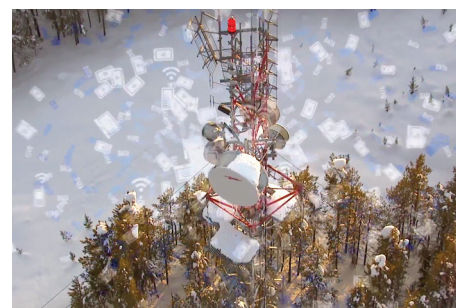
### CAPACITY

Inferior microwave antennas don't support desired availability at the higher modulation schemes offered in many of today's microwave radios, limiting their ability to meet throughput demand. To compensate, you'll need to add more and larger antennas, which isn't always possible. The right solution must offer sufficient capacity to move traffic, ensuring that quality of service is sustained and never compromised.

### COMPLEXITY

As industry competition has intensified, bringing a multitude of new components and technologies, network complexity has increased. Multi-sourcing components or using untested technology is fraught with risk, threatening network performance and reliability.

Look for a partner that helps you control Costs, enhance Capacity, and eliminate Complexities. The success of your microwave backhaul strategy depends on it.



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