

# how data center managers can capitalize on the 5G mobile market

## drive new revenue from your existing assets

Communication Service Providers (CSPs) will deploy roughly 36 million 5G small cells by 2027<sup>1</sup>. This aggressive buildout creates major revenue opportunities for data center operators. Not only do data centers enable CSPs to expand their 5G networks quickly and cost effectively, they can also help launch value-added services. For example, data centers provide critical interconnection points to other CSPs and cloud providers and can enable edge computing applications.

## the bottom-line benefits of an industry-standard format

The key to unlocking the value of data center assets is by using iconectiv® TruOps Common Language®, the same industry-standard terminology and framework that more than 1,800 CSPs, network element providers (NEPs) and equipment manufacturers rely on over 30,000 times each day. The Common Language suite of services enables you to identify, classify and understand the location, capabilities and other key attributes of nearly 600,000 pieces of infrastructure from 1,000 NEPs.

Using Common Language to register your data center assets ensures that their attributes are accurately documented and exchanged in the telecom ecosystem's preferred format. This is critical for avoiding misunderstandings that can delay the launch of 5G services or increase the cost of deployment. As a result, using Common Language makes your assets more attractive to CSPs, putting you in a better position to maximize revenue and competitiveness. The Common Language registry ensures that decision makers see not only all of your currently available assets, but also forthcoming ones such as data center expansions.

For example, site-selection managers can see the CSP functionality available at each of your data centers. This elevates your assets above those of competitors that don't use Common Language to share that information in the industry's go-to resource and in the preferred format.

<sup>1</sup> <https://www.smallcellforum.org/scf-market-forecast>

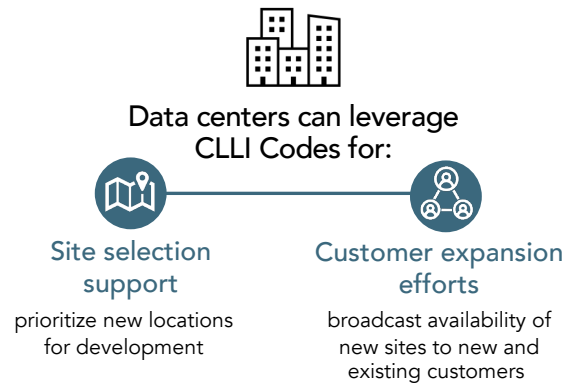
### about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2 billion people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on LinkedIn and X (formerly Twitter).

## quickly exchange accurate data

Common Language supports the transport and access services requirements of CSPs. For example, the TruOps Common Language CLLI™ Code is an 11-character, globally unique identifier that represents a physical location for a network site such as a data center as well as the types of communications functionalities available at that site, such as a session border controller or wireless switch. CLLI Codes facilitate rapid and accurate communication of points of interface for interconnection and precisely identify the location of each asset — all of which makes you a more attractive partner to CSPs.

Common Language Network Channel and Channel Interface (NC/NCI) Codes describe network channels, circuit-interface characteristics and associated interface specifications, all of which facilitate co-location. NC and NCI Code sets simplify the provisioning and billing processes, and their standard, compact format makes it easy for CSPs to order access services.



## how to get started

Common Language is a must-have for operations and network planning executives at data center operators. It makes your organization a more attractive partner for CSPs and enables you to move up the value chain by supporting connectivity services such as interconnection and 5G network expansion.

### make the connection

For more information about iconectiv, contact your local account executive, or you can reach us at: +1 732.699.6800 [info@iconectiv.com](mailto:info@iconectiv.com)