

## Enhancing Remote Cellular Coverage

### ABOUT

Established in 1948 this grower and distributor has become one of the largest growers and distributors of ornamental flowers and potted plants in North America, servicing many of the major wholesale and retail businesses.

Their facility includes numerous greenhouses, distribution and logistics facilities and a retail outlet located in a rural area with limited cell phone coverage.

### PROJECT OVERVIEW

With the cell tower being a fair distance away the signal was inconsistent resulting in frequently dropped calls for both employees and visitors creating a frustrating experience as well as service disruption.

After performing a site survey, it was determined that the cellular signal strength and quality at various points throughout the premises. The overall cellular signal was generally weak, particularly in the interior of the building and in areas with thick walls or heavy metal equipment. Outside the building, signal strength was slightly better but still inconsistent and prone to dropped calls.

### SOLUTION

GT Global recommend installing signal boosters to improve coverage and ensure that employees, customers, and visitors could make and receive calls without interruption or dropped calls. The proposed solution for inside the building was to install signal boosters and adjust accordingly for the stronger outside signal while keeping the internal signal properly balanced.

For exterior amplification, outdoor cell signal amplification was determined not to be feasible due to signal oscillation. This results in a continuous loop of amplified signals, similar to when a microphone gets too close to its speaker.

### CONCLUSION

Rural areas have long suffered from spotty wireless coverage as proximity to cell towers tends to be farther away than heavily populated areas.

Providing consistent and reliable wireless coverage has become an important area for the agricultural industry as a whole. Not only does it increase employee productivity and customer satisfaction but it also allows the possibility of using wireless capability to monitor plant health via irrigation wireless sensors.

### AT A GLANCE

#### Challenges

- Remote Rural location
- Weak Cellular Coverage
- Dropped calls by Staff
- Dropped calls by Customers
- Officer wellness upon discovery of death
- Payment System going Down

#### Benefits

- No More Dropped calls
- Increase in Staff Productivity
- Increase in Customer Satisfaction
- Continuous Point of Sale System

The Client: Top Distributor and Grower of Plants and Flowers in North America

Industry: Agriculture

Revenue: 22.4 Million Annually

Employees: 200+

Locations: North America

 [www.gtnetworks.net](http://www.gtnetworks.net)

 1-800-977-5117