



How one Reseller Uses the **CEL-FI[®]** Smart Signal Booster to Solve Poor In-building Reception & Grow Its Customer Base

CASE STUDY

DELIVERING INNOVATION & OPTIMAL VALUE

Founded in 2002 and headquartered in Rockville, Maryland, **Atlantic Technology Group (ATG)** is an end-to-end solutions provider for mobile applications, devices, and lifecycle management services. The company's customers are largely comprised of small and medium-sized enterprises located throughout the continental United States. **ATG** prides itself on providing customers with innovative technology solutions that fit

their needs and budget, and that help drive real business returns.

ATG has built up significant expertise in the area of in-building coverage. Strong cellular reception outside a building does not necessarily carry through to the inside, resulting in poor-quality or dropped calls. A distributed antenna system (DAS) was often the only solution, but these installations—which numbered between two and four each month—were time-consuming for **ATG's** 10 employees.

"Often times, a poor indoor signal is the first problem that jumps out at clients, but it's rarely the only one," said Dan Connelly, president, **ATG**. "The intricacy of DAS installations was keeping us from getting to those more complex issues as quickly as we would have liked to, and meeting the demand from existing and new customers."

Installing a DAS is also often cost prohibitive, even for bigger companies. For example, a large consulting firm was unable to get cellular coverage inside its office building. However, with a \$120,000 price tag, a DAS was not a feasible option.



A VIABLE AND AFFORDABLE OPTION FOR INDOOR COVERAGE

When Connelly first heard about the Cel-Fi Smart Signal Booster, he decided to investigate further. "At first I thought it was too good to be true," he said, "but I quickly realized that Cel-Fi is truly a game-changing technology, particularly for small and medium-sized enterprises but valuable for large companies too."

ATG is implementing 12 Cel-Fi units for its large consulting firm customer. For \$10,000, the customer will get coverage across a total of 52,000 square feet over four floors. **ATG** has also installed three Cel-Fi units for the Secretary of Commerce while a full-blown DAS is being built. Once the DAS is completed in

a couple of years, the department will re-allocate the Cel-Fi units to other areas.

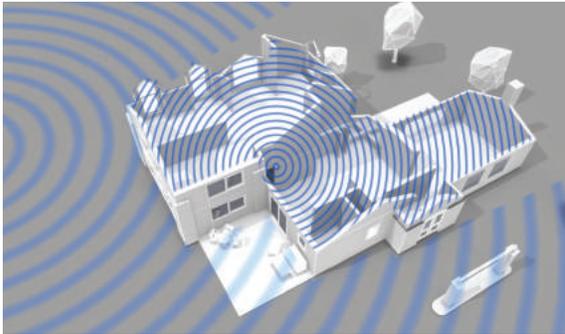
In addition to finding a solution that fits his customers' budgets, Connelly is also able to expand his

scope of work with his clients due to the ease of installing Cel-Fi. "Within 30 minutes, Cel-Fi is up and running, and the improvement is immediate," he said. As a result, **ATG** is also able to provide its services and expertise to more customers. In an average month, the company sells between 35 and 40 Cel-Fi units.

"Our goal is to build long-term relationships with our customers. Thanks to Cel-Fi, we now have a broader spectrum of clients to grow with."

— Dan Connelly,
President, Atlantic Technology Group

Increasing Indoor Coverage



Challenge

Offer customers an alternative to costly and complex DAS installations, and free up time to meet rising demand for services

Solution

Cel-Fi Smart Signal Booster for small, medium, and large-sized enterprise customers

Results

- Cost savings of up to 92% for large consulting firm customer
- Generate indoor coverage within 30 minutes, versus weeks, months, or even years
- Ability to serve more customers and expand client base



Atlantic Technology Group
Founded in 2002
Rockville, Maryland

www.atlantictechnologygroup.com