Case Study

Meta Partnered with Airspan to Build its Neutral Host Network to Provide Connectivity in Areas with Poor Coverage

Industry
Social Media Network

Location
California, USA

End User
Meta

Reference

Overview

Meta, the tech giant behind Facebook, Instagram, and WhatsApp, operates expansive campuses across the United States, spanning over 20 million square feet and encompassing diverse buildings dedicated to research, financial operations, and product development. These facilities are critical to Meta's business, and seamless cellular connectivity is essential—not only for day-to-day operations but also for testing user experiences with their applications.

Challenges

Inconsistent Indoor Coverage

Cellular signals from traditional mobile operators struggled to penetrate deep into Meta's large office complexes, leaving employees without reliable service in certain areas & mission-critical communications.

Operational Need

As a company whose products rely on connectivity, poor indoor coverage was unacceptable for employee productivity and application testing.

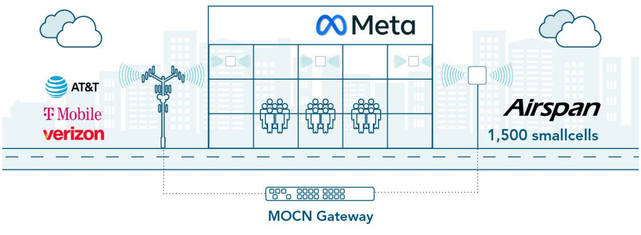
Cost & Complexity

Existing solutions like Distributed Antenna Systems (DAS) were expensive, complex, and relied heavily on MNOs' assets, such as RAN and dedicated transport. Meta sought independence to deploy and manage its network without depending on external providers.

Solution & Benefits

Meta pioneered the deployment of a Neutral Host Network (NHN), installing 1,500 small cells operating on the innovative 3.5GHz CBRS spectrum. Meta took complete ownership of the project, designing and deploying the network themselves, a bold move that highlighted their technical expertise and commitment to innovation.

PHASE 1: NEUTRAL HOST NETWORK



Flexible & Rapid Deployment

Small cells allowed Meta to cover its office spaces 75% faster than traditional DAS systems, providing cost-effective coverage and capacity where needed most.

Independence & Efficiency

Unlike DAS, which relies on MNOs for infrastructure, small cells gave Meta complete control over deployment. This independence enabled seamless integration with existing transport infrastructure, reducing costs and increasing scalability.

Carrier Collaboration

Through Multiple Operator Core Network (MOCN) technology, Meta achieved a groundbreaking agreement with Verizon, AT&T, and T-Mobile. Employees using any of the three carriers could enjoy uninterrupted service indoors, a first-of-its-kind collaboration in the U.S.

Meta's Heather Marquez, Executive Manager of Global Technical Operations, emphasized the success of this approach:

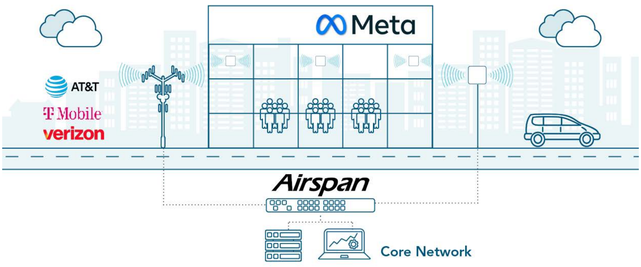
"We've had a good experience with that so far. There's been significant cost savings as well."

Operators echoed this sentiment, with T-Mobile VP Chris Melus remarking:

"We love when our partners bring us innovative ideas."

As a second phase, Meta's NHN deployment can also serve as a private network, supporting internal communications and testing. This dual capability provides additional value by enabling Meta to experiment with private wireless applications, enhancing productivity and innovation. This groundbreaking deployment positions Meta as a trailblazer in CBRS technology and showcases the transformative potential of NHN for enterprises, cementing Airspan's role as a trusted partner in delivering innovative connectivity solutions.

PHASE 2: PRIVATE NETWORK



Airspan

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Airspan Networks Inc.
Headquarters
5201 Congress Ave,
Suite 130
Boca Raton,
FL 33487 USA

Call us on
+1 561-893-8670

Contact us