

# Portfolio Management >

**Earn revenue from your towers and rooftops**

Our Portfolio Management product enables landlords to realise new revenue opportunities.

With ever increasing demands for mobile data, new coverage obligations, emerging networks, smart metering and 5G technology now a reality, the urgent need for new sites will only increase. Our Portfolio Management product enables you to capitalise on these demands without the hassle. We manage the entire process, so that you don't have to.

ALL four mobile network operators install their cellular equipment on the sites we market and manage, as do other site sharing customers with the same exacting requirements – including those coordinating emergency services, tracking aircraft in the sky, to providing WAN services for sea-going ferries.

“Our professional team will market your portfolio to MNOs and other sharers. A one-stop shop for our customers to find new sites, your portfolio will be at their fingertips.”

## Case study example

Since 2000, we have actively managed BT's extensive telephone exchange rooftop portfolio. The objectives were to maximise revenue from site sharing customers and minimise the impact on internal BT resources.

We took responsibility for the on-boarding process for a new site sharing customer. This includes design, installation, any necessary planning permissions and sharer licensing. We also take care of ongoing activities such as licence renewals and site access control.

**Having established efficient processes, we successfully developed around 1,000 sites and we manage a further 380, resulting in significant revenue increase for BT.**


**Largest**  
independent mast provider in the UK



**Turnkey solution**  
for tower and rooftop owners



**c.200**  
site sharing customers



## Features and benefits

**Dedicated Portfolio Director** – the reassurance of having only one point of contact

**Unrivalled market, process and build experience** – conforms to highest health and safety standards. You can leave the infrastructure to us

**Fast-track to revenue** – MNO commercials already in place, fast processing of applications for new site sharers, excellent relationships with local planning authorities

**Proactive marketing of your portfolio** our dedicated MNO account managers showcase your locations to their customers

**One-stop-shop for portfolio partners** – we control everything to help you maximise the revenue potential of your site, so that you don't have to - site design, planning, build, maintenance and more

**Collaborative approach to siting and design** – all backed up with community

relations and planning specialists

**Accreditation regime** – ensures only trained, competent operatives permitted on site. Site access portal to process and govern all site sharer visit requests

**Financial management** – sharer invoicing, portfolio payments, business rates and revenue assurance



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Cellnex plays a key role within the telecoms sector enabling connectivity throughout Europe. In the UK, as the country's leading independent telecoms site partner, Cellnex provides critical national infrastructure & services to telecoms operators, emergency services organisations and many other enterprises.

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