



# 2008 Successful Business Stories



## Red Tower gives wireless providers the support they need to succeed

BY CB STAFF

While most of us take our cellphones and global positioning systems for granted, we rarely stop to think about what goes on behind the scenes. Although we might be concerned about owning the latest model phone with all the high-speed bells and whistles, our high-tech gadgets wouldn't be worth much if our wireless providers didn't have the highest-quality communications sites and towers to transmit our calls and data. Established in February 2007, Red Tower Corp. has rapidly become a trusted multipurpose telecommunications-development partner for the local wireless-communications market by efficiently and securely fulfilling the coverage needs of Puerto Rico's wireless-communications companies. "At Red Tower, our clients' concerns become our own, and we are aware of the huge challenge facing

company's key strengths is its ability to partner with clients and provide tranquility in assuring they are in good hands and all their needs will be met. "This is a very dynamic industry with newer specialized technology constantly being developed," she said. "By investing in studies to match the latest technology with our clients' needs, we are able to help them strengthen their network so they can offer a better product to their customers as well."

Employing an expert team of telecommunications, construction, marketing and management professionals with in-depth knowledge of the industry, Red Tower is able to serve the market in a number of ways. In the areas of site development and leasing, the company handles the entire process, including the acquisition, design, construction, permits & endorsement and endorsement installation. To ensure rapid and successful equip-

In addition to complying with local and federal communications regulations, Morales said his company is committed to environmental issues as well. "Since the beginning, we have remained focused on maintaining a healthy relationship with the environment and the community," he said. "We are in strict compliance with all local and federal environmental laws and are constantly assessing, considering and researching the latest findings, technologies, medical studies and articles related to the environment and health-related issues regarding our industry."

By ensuring local wireless providers have the most highly advanced equipment and capabilities to meet their customers' demands, Red Tower has become a major contributor in weaning the local market from landline-based telecommunications services. "Over the next five years, [the local market] is going to have many more cellular users than we even have today," Gómez said. "That is why it is important for cellular telecommunications companies to turn to us for their needs so they can effectively meet the increasing number of subscribers and provide them with the sophisticated services they require." ■



*The Red Tower team*

the digital-technology companies," said Nelson Morales, president & founder of Red Tower Corp. "To help them keep pace with today's ever-changing technology and remain competitive, we are focused on offering a higher level of expertise, qualified resources and an innovative management team with in-depth knowledge of the industry and a genuine sense of commitment."

Specializing in the acquisition, construction, lease and management of communication sites in Puerto Rico, Red Tower has already installed five towers, with 10 new projects in the permits and endorsements phase, and an average of one new project being initiated every two weeks. Serving top wireless providers such as T-Mobile, Open Mobile, AT&T and Claro, the company's coverage services are benefiting more than 99,000 users. Services include site maintenance and management; civil, electrical and structural engineering services; and consulting services related to permit acquisition and compliance issues.

According to Ana María Gómez, vice president of human resources at Red Tower, one of her

ment installation, Red Tower's engineers and electrical technicians are fully certified in the telecommunications industry for transmission equipment and components. Regarding permits and endorsements, clients who use Red Tower's services can enjoy fast startup, saving time and money because of the company's expertise and knowledge of local and federal agency procedures.

Gómez also pointed out that for most telecommunications companies, site management can represent a significant investment. "Our line-management team is the best in the business and can help companies increase productivity and efficiency," she said. "By providing professional management and administrative services, we help optimize each company's resources and capabilities without major capital investment." Other services include land surveys, wireless design and optimization, civil engineering works, electrical engineering works, architecture works, implementation of global positioning, planning and cost estimates, structural engineering, as well as soil, title and zoning studies.



**Company name:**

*Red Tower Corp.*

**Type of business:**

*Providers of cellular communications sites*

**Products & services:**

*Communication site acquisition, leasing, development, management; equipment installation and permits & endorsements*

**Executive officer:**

*Nelson Morales, president*

**Year founded:**

*February 2007*

**Number of employees:**

*20*

**Location:**

*San Juan*

**Telephones:**

*(787) 946-5428 and 946-5429*

**Website:**

*www.redtowerpr.com*