Cradlepoint 4G LTE Retail Solutions

CHALLENGE: RELIABILITY & SECURITY AT THE NETWORK'S EDGE

In the fast-paced world of retail, reliability is everything—but so are security, agility, and cost-effectiveness. Retailers want it all, and they depend on their IT administrators to balance these needs. Whether it's ensuring an always-on connection for store networks, powering intelligent systems aimed at swaying buyer behavior, or transmitting real-time analytics to inform marketing and inventory decisions, the bedrock of successful retailing is a network that can support the growing list of mission-critical applications dependent on Internet connectivity securely.

In the past, finding a solution to balance these demands has been difficult at best. Less expensive wired options like DSL mean hours of downtime each month. Alternatives like T1 connections deliver more uptime, but carry a price tag that usually puts large-scale, distributed deployments out of reach.

THE PHYSICAL RETAIL STORE REMAINS THE PRIMARY RETAIL TOUCH POINT FOR CONSUMERS.[1]

[1] pwc.com total retail 2015 report

SOLUTION: CRADLEPOINT 4G LTE RETAIL SOLUTIONS

Cradlepoint's solutions empower retail networks that can do it all: rapid, easy deployment; best-in-class security; 99.99% uptime; and a cloud management platform that saves time and money. Examples of applications for Cradlepoint retail solutions:

+ Pop-up r etail/store-in-a-store/kiosks

+ Omnichannel r etailing

+ Digital signage

+ Point-of-Sale

+ Failover for business continuity

+ Unified Thr eat Management & PCI Compliance enablers

Cradlepoint global network connectivity.

CRADLEPOINT'S 4G LTE RETAIL ADVANTAGES

+ Enterprise-class security: Cradlepoint's sophisticated security pr   otocols and applications are purpose-built for PCI Compliance. Cradlepoint also enables Parallel Networking to keep Point-of-Sale data separate and limit the scope of PCI Compliance.

+ Cloud-managed deployments: Cradlepoint's NetCloud Manager lets you manage thousands of devices from a single pane of glass; granting zero-touch deployment, configuration, and ease-of-management for distributed retail.

+ Dual-modem/dual-SIM connectivity: Cradlepoint dual-modem/dual-SIM A   dvanced Edge Router with WAN Diversity offer primary and failover connectivity along with Ethernet to wireless handoff in a single device for a true Cut-the-Wire solution.

"BEING ABLE TO OPEN MEANT WE WERE ABLE TO BUILD THE AWARENESS NECESSARY TO MAXIMIZE HOLIDAY SALES. JUST MISSING OPENING OUR DOORS BY A FEW WEEKS COULD HAVE COST US MORE THAN $50,000 IN SALES AND EXPENSES."

– ASHLEY WALTHER,
PANDORA,
PARK CITY CENTER STORE MANAGER

SUMMARY

Cradlepoint solutions are secure, highly reliable, and designed to excel in situations where every minute counts. The Cradlepoint AER Series allows retailers to intelligently manage converged wired and wireless connectivity at the Network's Edge.

Cradlepoint provides off-the-shelf ease of use coupled with industry-leading security applications for retail environments. Cradlepoint is the global leader in sofware-defined, cloud-managed 4G LTE networking solutions, providing enterprise-grade, secure connectivity for retailers. Cradlepoint was the first to pioneer and fully enable high-speed LTE in its solutions to maximize the potential of the cloud for businesses worldwide.

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