

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.

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 retail/store-in-a-store/kiosks
- + Omnichannel retailing
- + Digital signage
- + Point-of-Sale
- + Failover for business continuity
- + Unified Threat Management & PCI Compliance enablers

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

¹ pwc.com total retail 2015 report



Cradlepoint global network connectivity.

SUCCESS STORY: PANDORA JEWELRY

CRADLEPOINT'S 4G LTE RETAIL ADVANTAGES

- + **Enterprise-class security:** Cradlepoint's sophisticated security protocols 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 Advanced 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.

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 software-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.

PANDORA was planning to open one of its unique concept stores in Lancaster, PA in late autumn. An unforeseen strike by its Internet Service Provider (ISP) threatened to delay the opening by at least three weeks and potentially cause the store to miss part of the upcoming holiday shopping season. Without an Internet connection, the store faced losing tens of thousands of dollars in lost revenue and landlord fees.

The retailer decided to use a wireless solution that included a Cradlepoint router. Initially, the retail store relied completely on its 4G wireless connection through Cradlepoint to run its POS system and handle card transactions seamlessly. Once the store got its ISP connection up and running, the Cradlepoint device functioned as an instantaneous 4G failover solution for business continuity.

"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

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