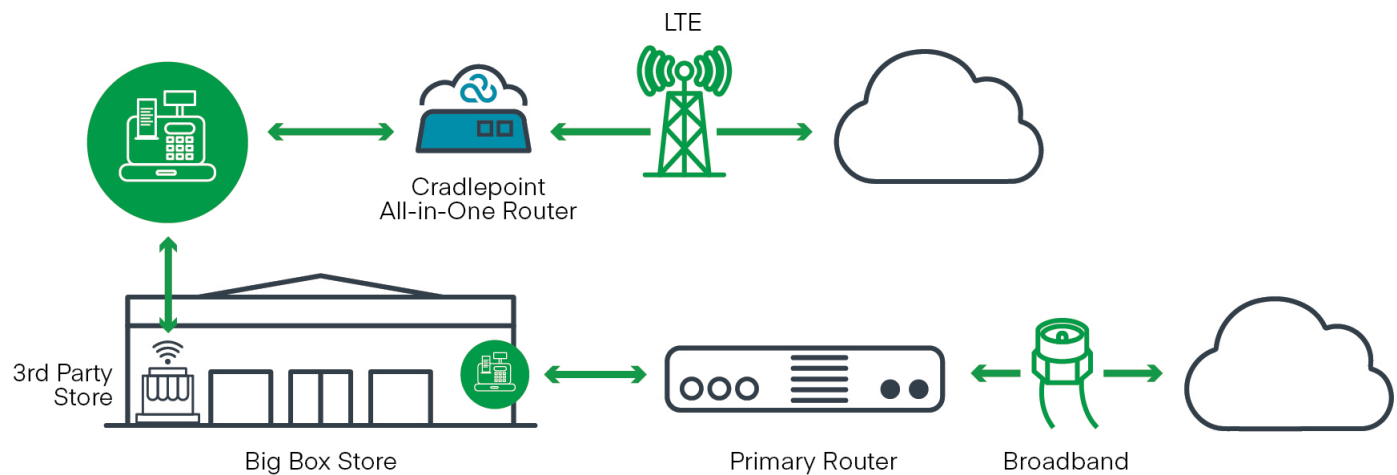


# Store-Within-a-Store

## Using LTE to Bring Your Own Network

Many big-box stores or large facilities such as airports invite third-party vendors such as kiosks, restaurants, tax preparation companies onto their premises — but with an understanding that these invited guests will bring their own network. Keeping other businesses completely off the main WAN is the best way for the larger venue to keep its network secure and avoid unpredictable bandwidth demand.



## Networking Challenges

### Quickly Getting a Physically Separate Network Within a Larger Store

When a store within a store is asked to provide its own Internet connectivity, logistics can be difficult. Getting wired broadband access in that particular part of the store may be difficult or even impossible. Even if cost isn't a concern, potential installment delays may be — especially if there's a strict deadline for opening day.

### Managing & Troubleshooting Connectivity Without On-Site IT Personnel

A store-within-a-store is virtually never staffed with IT experts, which means Internet downtime and related network issues usually require third-party truck rolls. This system is expensive and could leave critical applications such as Point-of-Sale down for a disastrous amount of time.



*We need to be able to bring our kiosks into stores in a way that doesn't disrupt the retailer – with the ability to have network connectivity wherever we need it, and to get it securely, flexibly, and reliably.”*

Senior IT Manager

## Benefits of Using LTE to Bring Your Own Network

### Easily Deployed Day-1 Network Availability

Businesses preparing to open a store within a larger location can get Internet access — and a secure connection to corporate headquarters — through Cradlepoint’s cloud-managed plug-and-play LTE routers.

### Remote Visibility Into & Control of Distributed Networks

With LTE and Cradlepoint’s full-featured cloud management service, IT professionals at head-quarters or managed service providers can remotely monitor WAN conditions and data usage at each location — saving money and fixing issues much more quickly.

### Built-In Information Security

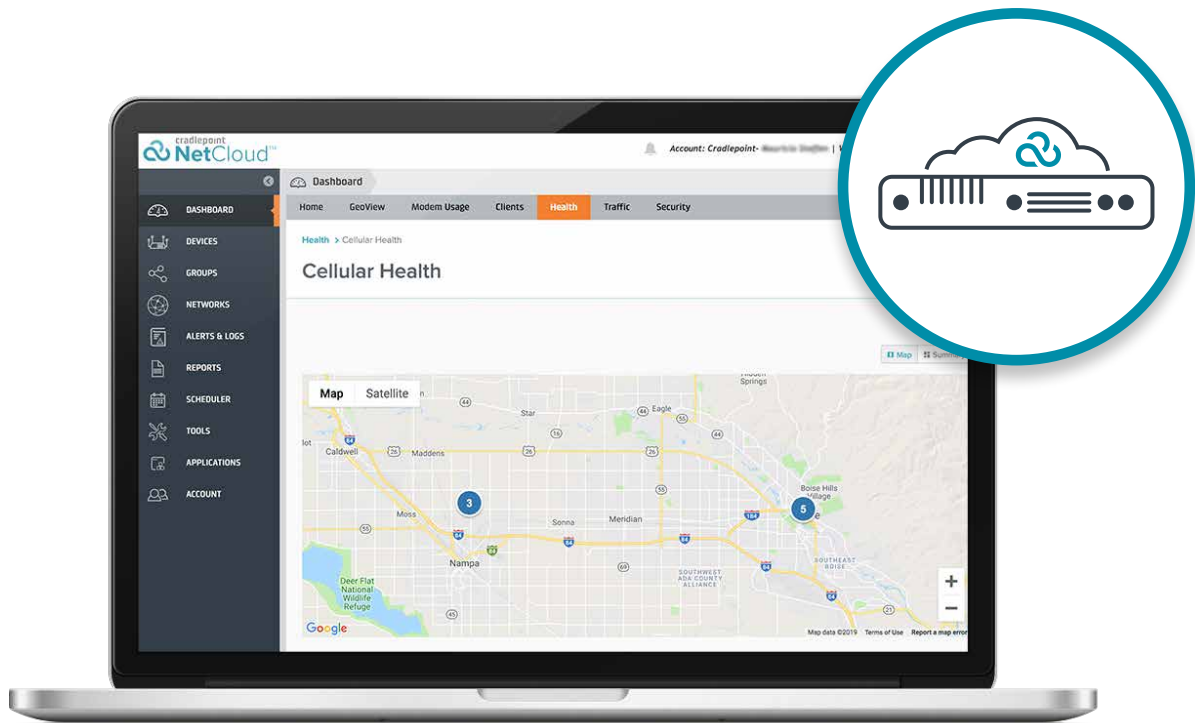
Even without any access to the main store’s network stack and security applications, the store-within-a-store can protect important customer and company data through Cradlepoint’s all-in-one branch routers with a built-in firewall and support for cloud-based security services — providing peace of mind for both the big-box store and the smaller enterprise.



*I walk in with everything I need. With the Cradlepoint router, in less than an hour, the kiosk is up and running and ready to go. No waiting.”*

**John Beazle,**  
Franchise Owner, Jackson-Hewitt

## Cradlepoint’s NetCloud Service for Branch with LTE Routers



Learn more at [cradlepoint.com/branch-networks](https://www.cradlepoint.com/branch-networks)