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Solution: Cradlepoint NetCloud Service for Branch ■ **Industry:** Retail ■ **Use Case:** Hybrid WAN

Ticketek Supports Australia's Biggest Events with Services That Rely on Cellular Connectivity

Ticketing offices use Cradlepoint's secure hybrid WAN routers and cloud-based management for failover from wired to wireless



Cradlepoint wireless edge solutions can do everything I want them to do right now, and they have the ability to do everything I want them to do in the future – including 5G.”

Matthew Coutts,
Head of IT, Ticketek

Success Story Highlights

Challenge — If you've attended a concert or rugby match in Australia, you've probably used Ticketek's digital ticketing and payment services. But behind the scenes at ticketing or box offices throughout the country's major sporting and entertainment venues, the company had a pressing need: affordable, highly secure primary and backup connectivity to make sure the company's services never stop working.

Solution — In ticketing offices at venues all over the country, Ticketek deployed Cradlepoint's NetCloud Service for Branch and hybrid WAN edge routers supporting LTE, 5G, wired broadband, and Wi-Fi. NetCloud provides cellular insights and facilitates cloud-based management of security and SD-WAN features from anywhere.

Benefits — This hybrid WAN, automatic failover solution provides everything Ticketek needs to keep its most important applications running 24x7, to provide the utmost protection of the organisation's important information, and to maintain it all without frequent IT truck rolls.

Background and Challenges

Ticketek is the leading ticketing partner to the sports and live entertainment industry in Australia, operating the country’s most advanced multi-channel ticket sales and distribution network.

This entertainment events website has a market-leading mobile platform that gives customers the ability to browse, buy, and deliver tickets on their phone, through both the mobile site and iPhone app. Ticketek sells over 23 million tickets to more than 20,000 events each year, including concerts, sports, theatre, musicals, festivals, exhibitions, and family events.

For example, the National Rugby League Grand Final might draw more than 80,000 spectators. With all of Ticketek’s digital ticketing and payment systems dependent on network connectivity, any outage, downtime, or performance lag is disastrous to the flow of patrons into the stadium. However, providing reliable and flexible connectivity for a wide range of locations is challenging for various reasons.

Unscalable cost of MPLS

With the need to bring its own network to each facility, Ticketek had been using MPLS, which was reliable but far too expensive — especially given the need to scale the business.

With help from Cradlepoint partner MobileCorp, Ticketek began looking at a combination of the National Broadband Network (NBN) and 4G as a cost-effective alternative to MPLS.

Strict POS data security guidelines

Point-of-Sale (POS) is a huge factor in Ticketek’s connectivity needs, especially when it comes to ensuring data security. As part of TEG Pty Limited, security is of the utmost importance for Ticketek.

“Ticketek processes hundreds of thousands of customer credit cards every year, and we have to comply with Payment Card Industry Data Security Standards (PCI-DSS),” said Matthew Coutts, head of IT at Ticketek.

PCI-DSS standards for enterprise-class solutions include regular audits, an annual assessment, independent audits, penetration testing as needed, and more. The IT team needed a solution that would enable compliance with these strict regulatory and security requirements.

Limitations of highly manual deployment and ongoing management

Managing connectivity and data security for edge networking at many sites is very difficult. Configurations regarding WAN connections and VPNs alone require constant attention and frequent adjustments, which is expensive at best and impossible at worst with a lean IT team.



Solution

For its networking needs at event venues throughout Australia, Ticketek chose Cradlepoint’s NetCloud Service for Branch and hybrid WAN edge routers supporting LTE, 5G, wired broadband, and Wi-Fi. Each router includes Unified Edge security — including easy VPN setup — through NetCloud, which MobileCorp uses to provide centralised management of connectivity and network security.

“Cradlepoint wireless edge solutions can do everything I want them to do right now, and they have the ability to do everything I want them to do in the future – including 5G,” Coutts said.

Benefits

Cost-effectiveness of 4G LTE for Wireless WAN

Using NBN for primary connectivity and cellular broadband as backup through one router enhances reliability and ease of management, while costing much less per site than MPLS, which is important for Ticketek as it continues to expand its footprint.

“We expect to save about \$250,000 per year just on fixed venue connections,” Coutts said.



Seamless failover and failback

With cellular-enabled hybrid WAN edge routers in place, Ticketek can configure automatic, instant failover from a wired link to cellular and then back to wired once the primary link is available again. Plus, using 4G LTE as an additional connection provides link diversity to remove the potential for outages in the “last mile.”

“Cradlepoint provides a seamless failover to 4G and back to the physical connection without an interruption occurring, which was crucial for us, because at any one time, we are processing ticket sales or providing venue connectivity to hundreds of thousands of patrons at large events,” Coutts said.

Future-proofing for SD-WAN and 5G

With 5G now available and with Cradlepoint leading the way in 5G solutions, Ticketek also took into account scalability and future-proofing. The company sought more bandwidth at the network’s edge, along with robust routing and networking capabilities that would optimise efficiency and costs.

“If we were going to move to SD-WAN, we figured using 4G as a backup would be key to building resiliency for our locations,” Coutts said.



Comprehensive security options through one solution

The Cradlepoint solution provides off-site management of everything Ticketek and MobileCorp do to ensure information security as part of the hub-and-spoke system. The wireless edge routers have built-in application-aware, zone-based firewall, IPS/IDS, content filtering, and VPN capabilities that can be configured from anywhere. Group policies can be applied to support the many subnets that are spread across widespread offices.



Cradlepoint provides a seamless failover to 4G and back to the physical connection without an interruption occurring, which was crucial for us, because at any one time, we are processing ticket sales or providing venue connectivity to hundreds of thousands of patrons at large events.

Matthew Coutts, Head of IT, Ticketek

“I have a lot of faith in Cradlepoint being able to deliver the security and reliability I want,” Coutts said.

Centralised network monitoring and control

NetCloud Manager makes it easy for Ticketek, through MobileCorp, not only to identify downtime and configuration gaffes, but to immediately rectify those mistakes at every affected location.

“If I want to make a change, I can send my request to the team and then that update has been implemented within a matter of minutes through NetCloud Manager. That is absolutely fantastic,” Coutts said.

As a Cradlepoint 5G Elite Partner and a Telstra Platinum Partner, MobileCorp was uniquely positioned to deploy an integrated wireless and fixed network and from the ground up build a multi-path secure network that meets Ticketek’s business needs. MobileCorp is providing a fully managed environment for Ticketek that covers the edge router; logging tickets associated with carrier network faults; and interconnection between staff, ticketing venues, and the cloud.

Explore cellular-enabled hybrid WAN solutions at [cradlepoint.com/branch](https://www.cradlepoint.com/branch)



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Solution: NetCloud Service for Branch ■ **Industry:** Fitness ■ **Use Case:** SD-Branch

Anytime Fitness Gets Network in Shape with Cradlepoint Branch Routing & Management

24x7 Gyms Leverage Cloud-Managed Cradlepoint Routers for WAN Flexibility & API Integration in Branch Locations

“

It’s a lot easier to manage the devices on our network when we have remote visibility and control, which is what Cradlepoint’s NetCloud Service provides.”

Dan Gillan,
Vice President, Provision Security

Success Story Highlights

- **Challenge** — Anytime Fitness needed the ability to easily deploy and remotely monitor and manage network connectivity and leverage custom apps for business-critical data at its high-tech fitness centers around the globe.
- **Solution** — For new gyms and tech refreshes, the company chose to implement Cradlepoint’s NetCloud Service for branch, which includes extensive cloud functionality, a purpose-built primary router, 24x7 support, and a limited lifetime warranty.
- **Benefits** — Anytime Fitness’ IT team now has remote visibility into and control of connectivity at hundreds of locations, with the ability to get new locations up and running quickly and cost-effectively.



Challenges

Anytime Fitness has more than 4,000 health and fitness clubs in 30 countries — with sister company Provision Security providing technology services, including network management, for all locations.

One of the biggest reasons for the company's success is the gyms' 24x7 access. This is only feasible if each fitness center's security cameras, monitors, and building access control systems are always connected to the company network.



Time & Complexity of Deployment — With new franchise locations popping up all the time, Anytime Fitness needed a highly scalable solution that is easy for on-site staff with limited IT expertise to deploy.

Lack of Visibility into Network Conditions — Without IT professionals on staff at its distributed locations, it was difficult for the organization to monitor and troubleshoot WAN connectivity and information security across the map.

Tracking Data from Many Apps — With its wide array of custom apps that gather critical information, Anytime Fitness needed a way to integrate WAN analytics with other types of data.

WAN Inflexibility — It isn't cost-effective to buy a new solution every time a location's networking conditions and needs change. The company wanted one primary router that can accommodate all WAN types.

Complex Information Security Needs — Anytime Fitness facilities are prone to the same increasingly dangerous information security threats as other organizations, but without the ability to place IT professionals at every facility.

Solution

Anytime Fitness implemented Cradlepoint's NetCloud Service for branch in each new gym and router technology refresh. The service includes routing, WAN link termination and traffic management, a firewall, and cloud configuration and troubleshooting, all delivered via a purpose-built primary router with embedded LTE, 24x7 support, and a limited lifetime warranty.

Benefits

Easy Day-1 Deployment

For new gyms, IT personnel preprovision their Cradlepoint routers — using the NetCloud platform's group configuration feature — before sending them to the site. Predetermined networking VLAN and security rule templates allow the IT team to easily add just a few settings to each router before sending it to the new franchise location.

Remote Management & Troubleshooting

Anytime Fitness has had very few networking problems since implementing the Cradlepoint solution as part of its branch architecture, Gillan said. However, when an issue does arise, diagnosing and addressing the problem is much easier and faster with NetCloud, as opposed to other routers that lack cloud management capabilities.



Deployment is an easy process. We just add the router into a web-based configuration group and let the platform do the rest.”

Dan Gillan, Vice President, Provision Security

“It’s a lot easier to manage the devices on our network when we have remote visibility and control, which is what NetCloud provides,” said Dan Gillan, vice president of Provision Security.

The single-pane-of-glass NetCloud platform features easy point-and-click functionality. However, NetCloud also provides a command-line interface (CLI) experience, which is a major boon for members of Anytime Fitness’ IT staff who are more comfortable with that tool.

Seamless Integration with Custom Apps & Key Data

With NetCloud Manager’s open API, Anytime Fitness easily integrates WAN-related data with custom enterprise applications and monitoring systems, allowing automated data transfer through the cloud.

“We have many tools that pull various pieces of data. For example, we have a monitoring system that periodically checks to determine whether any of our sites have gone offline. If the Internet is down, that site will show up on a digital map, alerting us about the problem,” said Dan Gillan, Vice President, Provision Security.

Along with Internet outage alerts, the API allows the IT team to monitor the building access control system.

“If our 24x7 access malfunctions, we can remotely cross-reference access control data with WAN uptime data and determine whether the problem is associated with the device or the network,” Gillan said.



Reliable Connectivity with Multi-WAN Flexibility

Anytime Fitness locations use wired WAN for on-site network access, but Cradlepoint’s all-in-one routers also support WiFi-as-WAN and LTE — including dual-modem, multi-carrier functionality for load balancing and instant failover. Every gym has the option of changing its WAN configuration without having to buy new appliances.

All-in-One Information Security

With cloud-managed AER Series solutions, Anytime Fitness benefits from Unified Threat Management features including application-based control, multi-zone firewall, and web content filtering through CP Secure Web Filter. NetCloud enables the IT team to leverage all of its data security measures with a single sign-on experience, instead of having to subscribe to multiple vendors and licenses.



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Coles Supermarkets Check Improved Uptime and Out-of-Band Management Off Their List



Australian omnichannel retailer leverages Cradlepoint 5G solution to connect stores and manage outages

Solution: Cradlepoint NetCloud Service ■ **Industry:** Retail ■ **Use Case:** Failover and Out-of-Band Management

Challenge

Coles is one of Australia’s leading retailers, with an extensive national supermarket and liquor store footprint. With Coles managing around 17 million transactions per week across its store and digital platforms, the retailer must continuously find ways to modernise and stabilise its operations.

WAN outages at Coles stores or automated distribution centres can have a devastating impact on the company’s ability to do business. As a result, Coles needed a failover solution to mitigate network downtime and supply chain stalls, keeping grocery shelves stocked and customers happy.

Solution

Coles leveraged Cradlepoint’s NetCloud Service and wireless routers and adapters to establish 5G failover connectivity for all stores and new distribution centres. In the event of losing wired WAN services, these solutions enable reliable, high-performance mobile broadband to run all store operations, including point-of-sale systems, stock control, and back-of-house activities.

This network architecture also facilitates out-of-band access to key store infrastructure, which delivers high-bandwidth links to mission-critical equipment when the primary network is down.

Benefits

Cradlepoint’s 5G solutions enable Coles to take advantage of flexible, diverse connectivity options as part of its broader technology-led transformation. Out-of-band management capabilities give these teams the ability to access, troubleshoot, and restore problematic routers over the air without having to deploy personnel to each site. Additionally, Cradlepoint NetCloud Manager gives their IT team the ability to build and manage networks and their complete lifecycles with true zero-touch deployment, robust security, and SD-WAN traffic management for optimal application performance and reliability.

Together, these solutions not only connect stores but also enhance customer experience and help Coles maintain a competitive edge while providing a reliable failover solution for retailers.

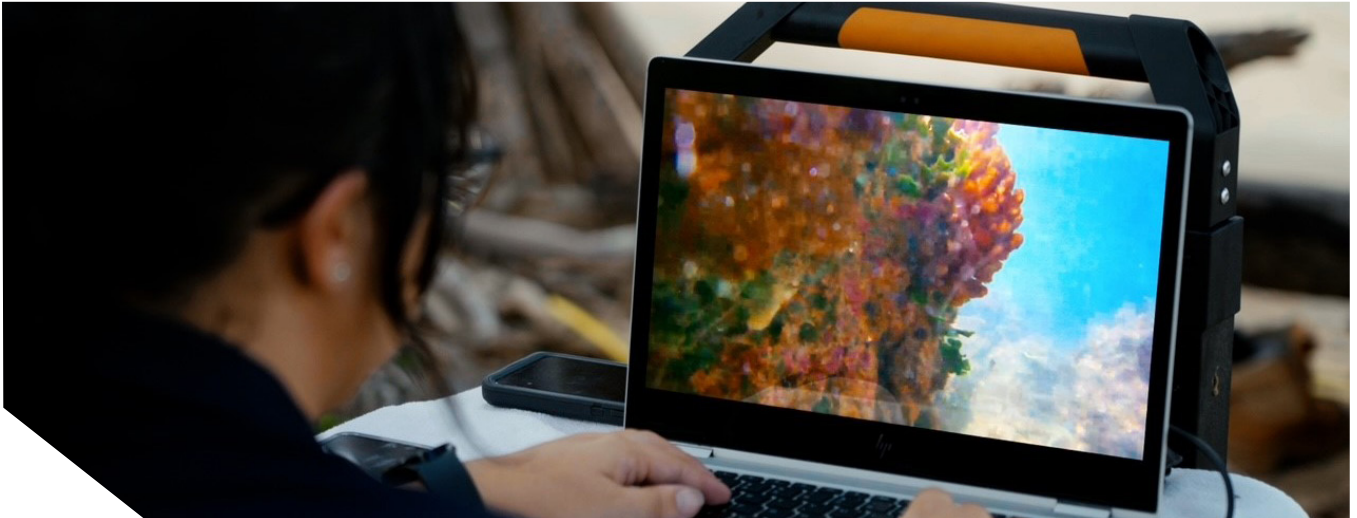


The speed of connectivity, centralised management, agility, and out-of-band access that we’re able to achieve with Cradlepoint 5G solutions across our stores and new distribution centres ensures constant service delivery to our customers.”

Chrissy Chu, general manager, technology services and commercial, Coles Group



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Solution: Cradlepoint NetCloud Service ■ **Industry:** Environmental Research ■ **Use Case:** HD Video Livestreaming

First Nations Rangers Use 5G to Livestream HD Drone Footage to Community in Australia

Cradlepoint's 5G solutions provide high-performance connectivity for First Nations people to remotely monitor traditional land and sea Country



Only 5G could enable us to combine traditional knowledge built over thousands of years with Western science to achieve sustainable outcomes not only for First Nations people, but for our whole community.”

Dr. Kerry Blackman, chief executive officer, Gidarjil Development Corporation

Success story highlights

Challenge — In support of their mission to educate current and future generations in Queensland, the Gidarjil Development Corp (GDC) and its rangers must be able to share cultural and environmental data with a wide audience, including community Elders and scientific researchers. To accomplish this, the GDC decided to livestream underwater and aerial drone footage from the shore to locations along the Queensland coast. The group began using mobile broadband but quickly realised 4G performance wasn't sufficient for a bandwidth- and latency-sensitive application.

Solution — With a grant from Australia's Federal Government 5G Innovation Initiative, GDC partnered with MobileCorp to implement Cradlepoint's NetCloud Service and ruggedised 5G outdoor adapters to provide high-bandwidth, low-latency connectivity to the Telstra 5G network. GDC was able to effectively livestream 1080p HD footage from underwater and aerial drones directly to the Gidarjil community and scientific partners.

Benefits — With high-performance 5G adapters and centralised, cloud-based management capabilities, GDC has the confidence and ability to set up 5G connectivity in various locations and troubleshoot remotely. This easy-to-deploy 5G solution gives livestream viewers the ability to see cultural heritage sites up close, and provide real-time input based on generational knowledge related to the care of the sites and regional ecosystems.



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Background and Challenges

When tribes in the Port Curtis Coral Coast Region saw a need to create an organisation that would elevate environmental management practices while nurturing community and cultural relations throughout the State, the Indigenous-owned GDC was born.

“The tribes decided to do something that would benefit our people, improve the quality of life, and establish an economic base, an environmental base, a commercial base, and a business base,” said Dr. Kerry Blackman, chief executive officer, GDC.

To help execute its mission of caring and connecting to Country, the GDC established a land and sea program whose rangers use aerial and underwater drones to monitor the health of coral and seagrass; track sea turtle and dugong populations; support cultural burn activity; manage feral animals; and create land and sea maps. With a large part of their working knowledge coming from the wisdom of tribal Elders, the GDC wanted to find a way to include current and upcoming generations of First Nations people in the drone expeditions in real time.



“We can’t afford to lose that traditional knowledge from our Elders, so we want to be able to capture their knowledge to create long term, sustainable management of the environment and of our land and sea Country,” Blackman said.

While the GDC and its rangers wanted to give community Elders and environmental stakeholders a firsthand experience, challenges were evident from the start.

Travel limitations

Physical barriers including topography and distance made it virtually impossible for Elders to attend aerial and underwater drone expeditions.

“We’ve never been able to experience seeing things underneath the water,” said Aunty Melinda Holden, a Gidarjil Elder. “We’ve only been able to surmise what’s there based on the stories our old people have told us.”

Unreliable cellular connectivity

In an innovative effort to include Elders, researchers, and other local organisations, Gidarjil rangers attempted to livestream drone footage over a 4G cellular network, but the transmitted video was low quality with poor definition and colour, that led to a negative user experience and was ultimately unusable.

Limited technical expertise

Although advanced connectivity and streaming technologies existed in the market, the Gidarjil team and drone operators had limited network expertise and no dedicated IT staff to manage setup or troubleshooting.

“There are engineers on the team, but they specialise in building physical structures – their core competencies are not centred around systems or network engineering,” said Phill McSherry, chief technology officer, MobileCorp.

Solutions

In 2021, the GDC partnered with MobileCorp and two drone vendors to apply for a grant through the Federal Government 5G Innovation Initiative. The successful application resulted in grant funding for a 5G-enabled video project that allows the Gidarjil rangers to livestream HD video footage of underwater and aerial drone missions to viewers in remote locations.

Part of the grant funding was allocated to the purchase of three Cradlepoint 5G outdoor adapters. The adapters were connected to directional antennas pointing to the nearest Telstra 5G tower broadcasting in both 850 MHz and 3500 MHz bands, providing low- and mid-band 5G connectivity that facilitated the live transmission of high-quality video obtained by tethered underwater drones and Wi-Fi-enabled aerial drones.

Benefits

Enhanced livestream experiences over the 5G broadband network

After struggling with lackluster video quality on the 4G network, 1080p HD video streaming over 5G was a completely new experience for the GDC, its rangers, and the Gidarjil community. The Cradlepoint adapters helped facilitate livestreaming with low latency and clear imagery.

“It’s like we’re walking on Country without actually walking,” Holden said. “It will give us a lot more knowledge that we have missed out on, that our Elders weren’t able to pass down to us.”

Simple setup and improved mobility

Despite their limited technical experience, Gidarjil rangers were able to set up the Cradlepoint adapters in minutes and establish Power over Ethernet (PoE).



The Cradlepoint adapters worked perfectly on day one, and the team raved about the simplicity of setup.”

Phill McSherry, chief technology officer, MobileCorp

The ease of deployment also made it easy for the GDC to send adapters to audience locations in addition to drone mission sites to ensure reliable 5G connectivity at both ends of the livestream. After each use, the Cradlepoint adapters are packaged in kits that include a 5G antenna and mounting mast. These kits are easily transported to drone missions and audience viewing sites throughout the State and can be used to provide enhanced connectivity on boats offshore.

Remote troubleshooting through a cloud-managed platform

Through Cradlepoint NetCloud Manager, MobileCorp remotely assists GDC with adapter activation and troubleshooting.

“I can use the NetCloud platform to monitor the adapter performance and provide positioning recommendations without being physically onsite,” McSherry said.

Using real-time data and speed tests within the cloud management platform, users can determine the best possible location and positioning of the 5G adapters to ensure rangers and livestream viewers have the highest quality of experience.



Protection against climate-related hardware failure

“Because they’re being set up outdoors and on shore, it’s important for us to have a device that won’t degrade in dust, water, and heat. The Cradlepoint adapters are ruggedised to operate in those elements,” McSherry said.

With the ability to withstand damp coastal conditions and temperatures up to 70 C (158 F), Cradlepoint 5G adapters are primed to continue working even in harsh, unpredictable climates.

Opportunities for future professional and technological growth

The flexibility and speed of 5G create a platform for the GDC to act on its forward-thinking innovation. With plans to integrate remote audience control of underwater and aerial drones as well as deliver drone training to other organisations, the continued connection of culture and Country will thrive with Wireless WAN connectivity on the 5G network.

Learn more about what 5G can do for your business at [cradlepoint.com/products/5g-for-business](https://www.cradlepoint.com/products/5g-for-business)

5G Plays Leading Role in Live Event Streaming at Australian Cinemas



Cradlepoint's NetCloud Service and 5G adapters provide Silver Trak Digital with reliable, high-speed 4K content streaming in cinemas across Australia

Solution: Cradlepoint NetCloud Service ■ **Industry:** Retail ■ **Use Case:** HD Live Streaming

Challenge

Based in Australia, Silver Trak Digital specialises in providing content owners and media companies with innovative software and cloud-based distribution services. Having traditionally operated as a post-production business, Silver Trak Digital decided to move into the live-streaming market to stream live events, like the Australian Ballet, to cinemas across Australia. But doing so required highly reliable, high-speed wireless 5G connectivity to handle the transfer of bandwidth-intensive and latency-sensitive live content.

Solution

Silver Trak Digital partnered with Australia's largest telecom company, Telstra Broadcast Services, to implement Cradlepoint's NetCloud Service and 5G wideband indoor and outdoor adapters to provide connectivity to the Telstra 5G network. This allows cinemas to stream live events and project them to their audiences as part of Silver Trak Digital's Cinema Direct content delivery service.

Benefits

Rather than relying on wired services from local providers on a shared network, Silver Trak Digital can connect to Telstra's 5G network using Cradlepoint's adapters for high-speed connectivity — up to 1 Gigabits per second. This allows them to effectively stream live productions to cinemas with high bandwidth, low latency requirements for 4K video streaming, giving viewers the ability to see events up close in a cinema near them.

In addition to live streaming, Silver Trak Digital can also digitally deliver pre-recorded, highly protected content to cinemas using 5G. This minimises the use of physical hard drives to share blockbuster film files.

Silver Trak Digital can effectively monitor data and performance across all sites in real time using NetCloud Manager, which provides clear visibility into the network from anywhere. NetCloud allows Silver Trak Digital to quickly address issues remotely, eliminating the need for on-site troubleshooting.

The reliability and performance of Cradlepoint's 5G solutions mean Silver Trak Digital can provide 5G connectivity to nearly 150 locations — each using Cinema Direct to receive their movie files — with a goal of reaching 300 cinemas across both Australia and New Zealand by 2024 and eventually expanding globally.

A 5G solution is extremely simple to install compared to running hundreds of metres of cable under the cinema floor. So not just the connectivity, but then the speed we can get out of that is something that certainly no one else can do in Australia.

Tim Creswell, CEO, Silver Trak Digital

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



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