



MOBILECORP

5G FOR RETAIL

More Signal. More Shoppers.
More Sales.



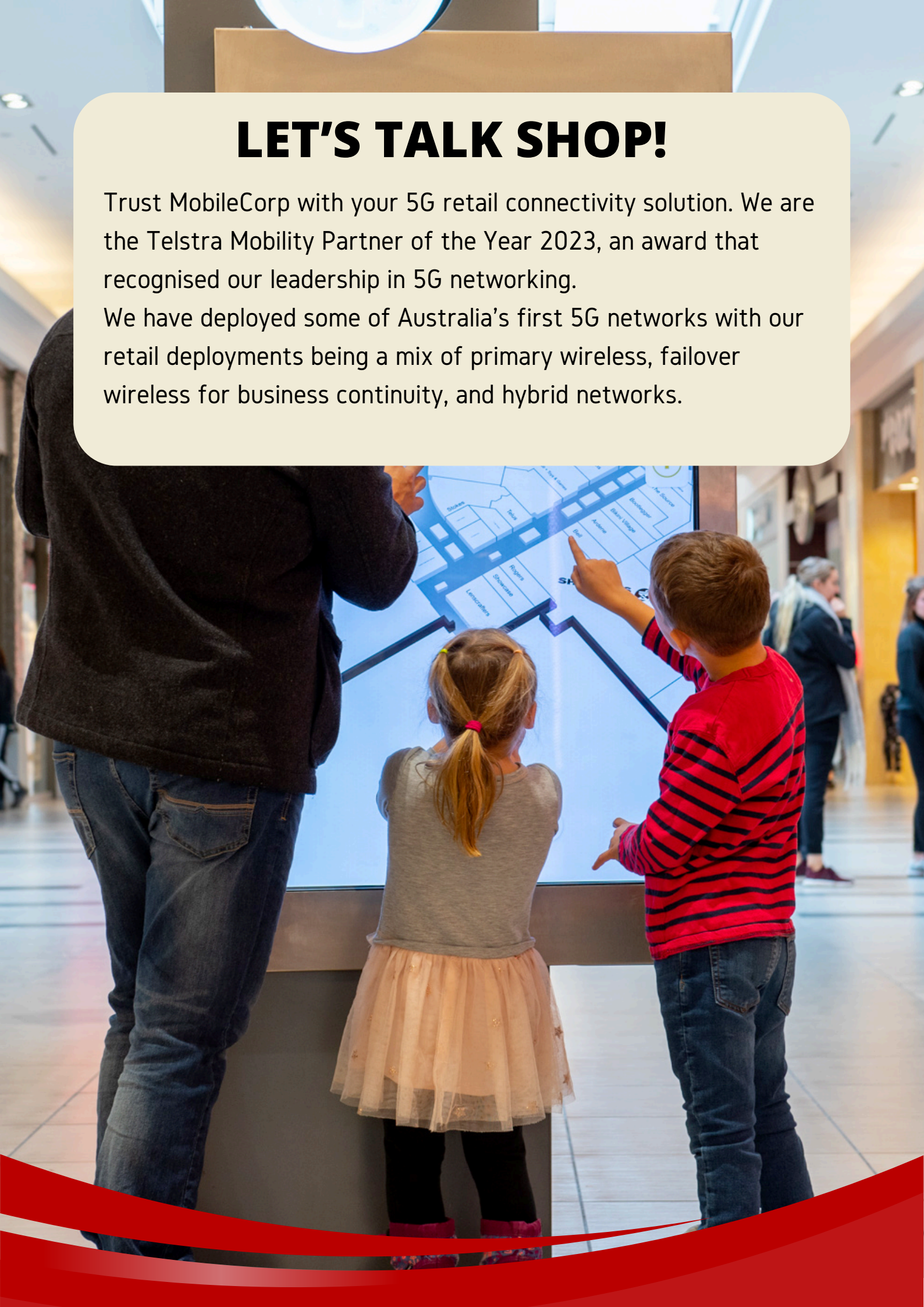

cradlepoint

PART OF **ERICSSON** 

LET'S TALK SHOP!

Trust MobileCorp with your 5G retail connectivity solution. We are the Telstra Mobility Partner of the Year 2023, an award that recognised our leadership in 5G networking.

We have deployed some of Australia's first 5G networks with our retail deployments being a mix of primary wireless, failover wireless for business continuity, and hybrid networks.



5G FOR RETAIL

USE CASES



More Signal. More Shoppers. More Sales.



Day 1 Connectivity

Challenge: Waiting on
NBN or fibre lines



Failover Wireless WAN

Challenge: WAN link
failure



Primary Wireless Store

Challenge: Cost of MPLS,
lack of scalability



Store-within-a-Store

Challenge: Needing a
physically separate
network within a larger
store



Pop-Up Stores

Challenge: Needing data
network for a temporary
location



Kiosks, Digital Signage

Challenge: Unavailable,
inflexible or unaffordable
wired links

5G TECHNOLOGIES FOR RETAIL



Protecting productivity. Powering personalisation.



SD-WAN Store

Outcome: Agile, integrated edge computing



Fixed Wireless Access

Outcome: Viable alternative to MPLS



Wireless Redundancy

Outcome: Protection against network outages



High Bandwidth

Outcome: QoS for critical traffic



Cloud Management

Outcome: Visibility, network monitoring, remote troubleshooting, out-of-band management



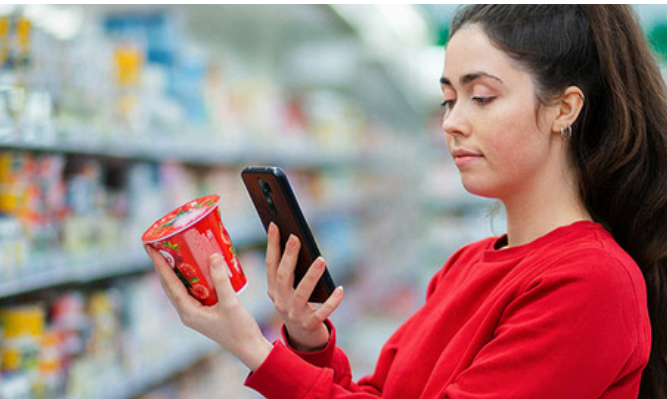
Reliable Voice & Data

Outcome: Happy customers

5G NETWORKING WITH MOBILECORP



On-demand connectivity and 5G networking for the retail environment



MobileCorp is a leading Australian 5G networking MSP. We have deployed some of the first enterprise wireless WAN across Australia and New Zealand. Ask for references from our retail customers.



Managed Service

MobileCorp has hundreds of 4G and 5G Enterprise Wireless sites under management across Australia. Providing network monitoring, failover testing, SIM management, remote troubleshooting, and technical service desk.



Professional Services

MobileCorp can site survey, install, test and sign-off your temporary or permanent link. Ideal for retail pop up and new stores, digital signage and kiosks.



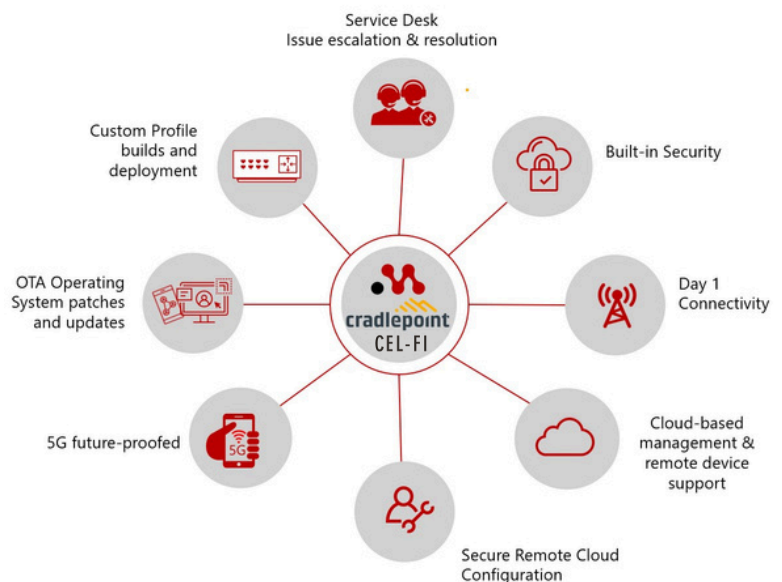
Next Day Connect

Deploy a 5G link within days without the lengthy timeframe and high cost of wires. MobileCorp can site survey, install, test and sign-off your temporary or permanent link. Ideal for retail pop up and new stores, digital signage and kiosks.



5G Site Assessment

MobileCorp has a team of certified technicians nationwide who will complete a 5G site survey to determine viability of enterprise wireless, optimal signal acquisition, bill of materials, and quotation.



Cradlepoint as-a-Service

Cradlepoint is a global leader in cloud-managed 5G edge hardware and software. Avoid capital costs with MobileCorp's leasing arrangement for Cradlepoint hardware with managed service. Perfect for a few months or a few years.



CEL-Fi as-a-Service

Avoid expensive wired DAS. Boost your LTE or 5G signal with Australia's only legally licensed repeaters from Cel-Fi by Nextivity, leased and managed by MobileCorp. Amplify your reach into stairwells, car parks, below ground stores and black spots.

5G RETAIL DEPLOYMENT

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MobileCorp is a leading Australian 5G specialist network MSP. Typically a 5G retail deployment powered by Cradlepoint will be completed in 4 simple steps and operational in a matter of days.

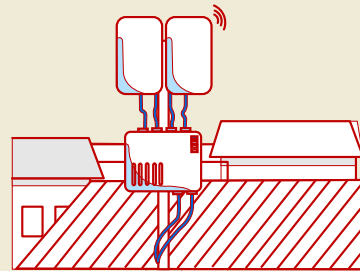
Step 1. 5G Site Survey

The 5G network continues to in-fill with increased small cell density, however each site will need to be investigated to ensure 5G is a viable access technology onsite.



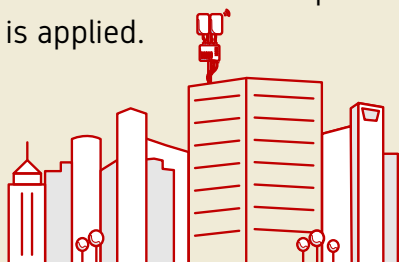
Step 2. Install 5G Gateway

MobileCorp provides a certified professional installation of your 5G gateway device and directional antenna to optimise signal strength.



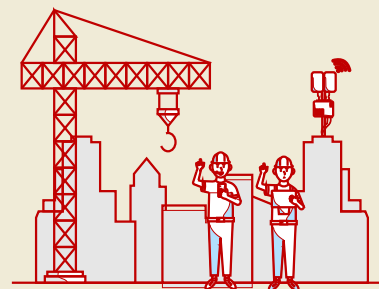
Step 3. Connect to 5G

MobileCorp recommends Telstra for a superior 5G signal in most locations. However, the dual SIM capability of Cradlepoint routers means a second carrier can also be added. MobileCorp will manage the SIM activation and ensure the best value enterprise wireless plan is applied.



Step 4. Secure, Manage

MobileCorp's optional 5G Enterprise Wireless managed service includes 24/7 monitoring and alerts, cellular health management, technical support desk, out-of-band device management, carriage management and more.



5G NETWORKING DEVICES



Cradlepoint is a global leader in 5G edge routers and cloud-managed Wireless WAN. MobileCorp is a Cradlepoint Premier Partner and MSP of the Year.



5G Native Dual SIM Dual Modem

Cradlepoint E3000

Ultra High Performance 5G Router

This sophisticated all-in-one 5G native router delivers scalable performance and is designed to handle the full suite of enterprise network and security capabilities. It offers the best wireless connectivity experience possible. Ideal for primary links and large traffic loads.



5G

Cradlepoint E300

5G or LTE Enterprise-class Compact Router

The E300 offers 5G built-in and LTE enterprise-class routing with security performance in a compact form factor. Ideally suited for pop-up, temporary locations, branches, stores, and restaurants.



5G

Cradlepoint E100

Enterprise Class Small Branch router

The E100 Series Enterprise Router provides small footprint locations with the same networking, optimisation, security, and ease of management that supports larger locations. This one-in-one networking solution for small branches features zero trust security, SD-WAN, and cloud management, with an optional battery backup.



5G Rugged

Cradlepoint W1855 & W1850 5G Adapters

Industry-leading secure 5G gateways

These outdoor and indoor 5G adapters are designed for mid-band cellular as primary or failover connectivity. They provide industry-leading Wireless WAN connectivity for optimal signal reception at sites that require high bandwidth, include high-performance cellular connections in SD-WAN and high-performance failover for medium-sized sites.



Cradlepoint s700

Versatile semi-ruggedised IOT router

The s700 is a semi-ruggedised router with GNSS/GPS and zero trust security for mission-critical IoT. It is ideal for high-availability portable or fixed applications such as surveillance cameras, digital signs, oil and gas monitoring, and parallel networking.



5G



Cradlepoint R2100

Ruggedised In-Vehicle 5G router

This enterprise class router is an one-in-one networking solution for small branches featuring zero trust security, SD-WAN, and cloud management, with an optional battery backup.

5G IN-BUILDING COVERAGE



IBC solutions eliminate cellular dead-zones by identifying the optimal signal, boosting throughput and amplifying reach to maximise coverage for mobile device users throughout a space. Typically a CEL-FI solution will improve signal by 1000x for voice and data coverage. MobileCorp offers an end-to-end IBC deployment service.

Step 1. Site Assessment

MobileCorp will attend onsite to determine the viability of an in-building coverage solution.

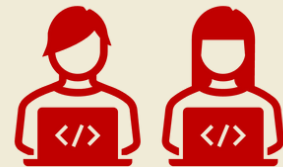
This includes identifying barriers to success, testing signal throughput, and determining the optimal cell tower and antenna placement.



Step 2. Solution Architecture

MobileCorp will design and map out your solution architecture.

A written Proposal with detailed network diagram, bill of materials, installation timeline, and itemised quotation will be prepared.



Step 3. Installation

MobileCorp certified radio engineers will deploy your solution onsite including rooftop antenna installation, cabling, repeater positioning, internal antenna cabling and installation, and testing.



Step 4. Managed Service

MobileCorp will set up your Wave App and register your CEL-FI devices with the ACMA. Our optional managed service will proactively monitor your signal strength, push firmware updates, navigate cell tower changes, and provide a technical helpdesk to troubleshoot.



5G IN-BUILDING REPEATERS



CEL-FI products by Nextivity are the only mobile signal repeaters that are legally approved for use in Australia. They are approved for use with all Australian carriers and globally with more than 200 network operators in over 100 countries.

CEL-FI GO G51

5G In-Building Coverage just got real! The CEL-FI GO 51 is the world's first 5G-native intelligent signal booster. Compatible with all Australian carrier 5G networks, the G51 can deliver Max Signal Gain of up to 100 dB - 1000x stronger - at stationary sites; and up to 70 dB or 700x stronger for vehicles.

[Data Sheet](#)

CEL-FI GO G41

The CEL-FI GO G41 is a powerful carrier-grade solution for overcoming cellular coverage issues in indoor environments. Providing up to 100 dB gain, GO G41 offers class-leading 4GLTE voice and data performance.

[Data Sheet](#)

GO G31



GO G32



GO G41



GO G51



| Region | Australia and New Zealand | Available Globally | Asia, EMEA, and Oceania | Asia, EMEA, and Oceania |
|-------------------|--|--|-------------------------|-----------------------------|
| Coverage | 3G/4G/5G | 3G/4G/5G | 2G/3G/4G/5G TDD and FDD | Mid-band 5G NR and 2G/3G/4G |
| Mode Switching | Yes | Yes | No | No |
| Carrier Switching | Yes | Yes | Yes | Yes |
| Max Gain | Up to 100 dB in Stationary Mode Up to 65 dB* in Mobile Mode | Up to 100 dB in Stationary Mode Up to 65 dB* in Mobile Mode | Up to 100 dB | Up to 100 dB |

CASE STUDIES



Don't take our word for it. Ask to speak to customers we have served.

Providing 5G redundancy for 327 department stores across Australia and New Zealand

Challenge:

The customer was seeking a future-proofed 5G wireless network redundancy solution with a network device that could be centrally managed, had monitoring capabilities and carried dual-carrier SIMs for third and fourth redundancy across both Telstra and Optus. The wireless link needed to be able to handle the full load of store operations, especially critical Point of Sale traffic.

Solution:

MobileCorp and Telstra architected an IaaS delivery model based around Telstra 5G enterprise wireless, the Cradlepoint W1850 indoor 5G wideband adapter, Cradlepoint NetCloud manager portal, and MobileCorp enterprise wireless managed service.

Results:

- Dual SIM third and fourth level redundancy with automated failover/failback
- Visibility and cloud management of 5G links across all locations
- Ready-state failover Managed Service: MobileCorp's managed service includes continuous cellular link monitoring, and regular testing of the automated failover/failback scenario, so the customer can be confident the solution will deliver should its fibre network be compromised.

Delivering In-Building coverage to Wotso Workspace heritage buildings at North Head



Challenge:

The new Wotso WorkSpace at Sydney's North Head Sanctuary was in a mobile dead zone with zero cell signal available anywhere inside its two heritage buildings. It was not even possible to get a signal outside the buildings. Tradies renovating the site had to use handheld radios to communicate and to make a voice call they had to walk 20 metres up the road.

Solution:

MobileCorp deployed a Cel-Fi GO G41 Smart Signal Repeater coupled with an external RFI Wideband Antenna and internal wall mounted repeaters to provide WOTSO with a strong and stable 4G and 5G signal capable of accommodating voice traffic for up to 200 people and reducing the traffic load on the wired fibre network.

Case Study



Why MobileCorp?

MobileCorp is a leading Australian Cradlepoint MSP and Reseller.

We have proven capability in deploying Cradlepoint 5G Wireless WAN solutions for enterprise customers across multiple industry verticals.

Our team is the most highly qualified MSP in APAC and our lead engineer holds the Cradlepoint Pioneer accreditation which is held by only two technicians in APAC.

We are also a Nextivity Cel-Fi certified reseller and MSP.

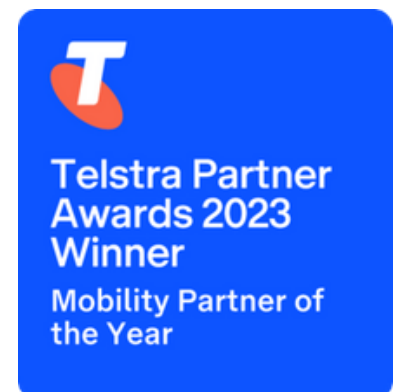
MobileCorp is an Australian-owned family-run business that has been in operation for more than 30 years.

We are a Telstra Platinum Partner and the current Mobility Partner of the Year 2023, awarded for our leadership in 5G enterprise wireless projects.

We have 450 customers across Enterprise, Government, and SMEs. We service multiple industry verticals including Retail, Construction, Defence, Finance, Pharma, Mining and Utilities.



PART OF **ERICSSON** 



**Platinum
Partner**
Mobility

**Gold
Partner**
Services

**Accredited
Partner**
Data & Connectivity



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