



Introduction to Cradlepoint

Wireless is the future of networking

Cradlepoint – global leader in enterprise wireless WAN

Cradlepoint is the global leader in cloud-delivered LTE and 5G routers, and wireless edge network solutions for mobile, branch and IOT networks.

Cradlepoint was first to launch an enterprise-class LTE edge router, creating a whole new industry in the process.



While many vendors in 2022 are producing their first generation 5G embedded routers, Cradlepoint has released its second generation 5G devices.

Cradlepoint was founded in 2006 as a privately held company headquartered in Boise, Idaho USA. It has international offices in EMEA, UK, APAC. Cradlepoint was acquired by Ericsson in September 2020.



Cradlepoint customers

Cradlepoint has over 20,000 customers globally and more than a million NetCloud™ endpoints under subscription. In Australia, Cradlepoint customers include Ticketek, Sydney Ferries, Marine Rescue NSW, Fire & Rescue Victoria, Taylors Construction, Surf Life Saving Australia and Defence Force contractors.



Cradlepoint Highlights



The Network Edge is transforming

Traditional Edge Network



- Rigid-wired, data centre-centric
- Siloed reach and little flexibility
- CLI-dependent, hardware-centric

Transforming Edge Network



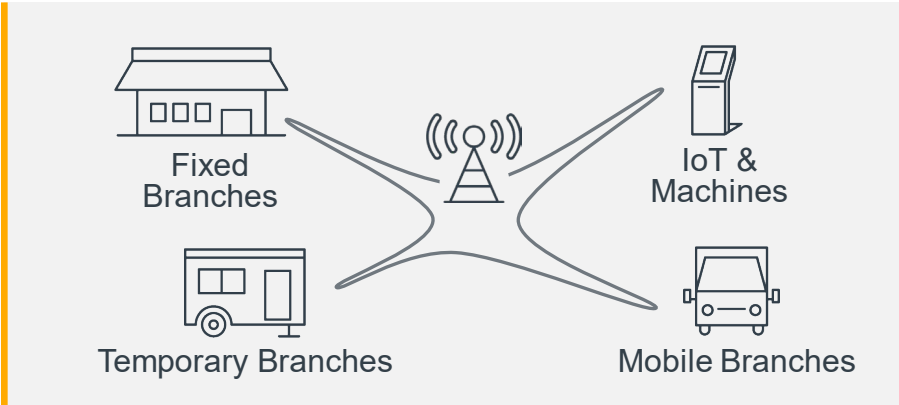
- Elastic dynamic connections
- Elastic reach and platform
- Services, cloud and software-centric

Wireless WAN is essential for the Network Edge

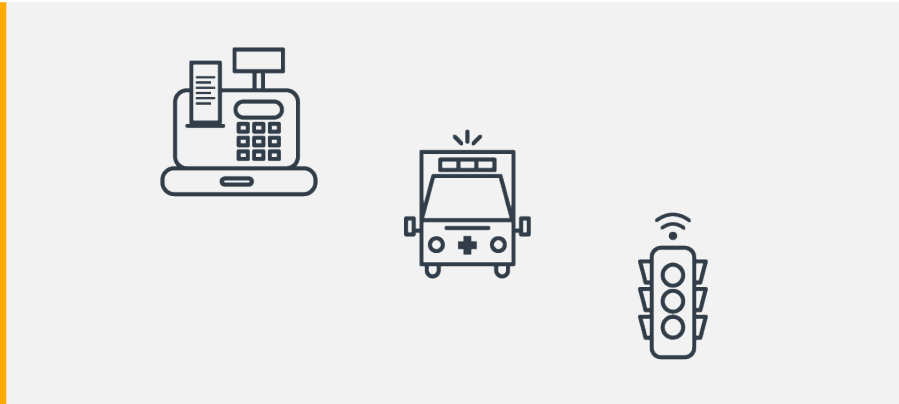
Diverse



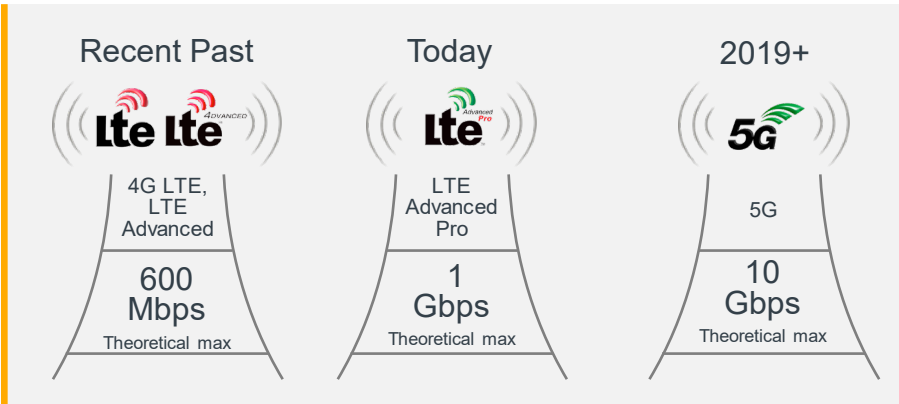
Agile



Dependable



High-Performing



Cradlepoint's Most Popular 5G Devices

W2005 Series 5G Wideband Adapter

Outdoor 5G adapter designed for high-performance branch applications



The W2005 Series 5G Wideband Adapter is a white, outdoor-rated device with a rugged, rectangular design. It features two black RJ45 ports on the front, each labeled '2.5 GbE LAN'. The device is shown against a dark background with a yellow glow effect.

-  Passthrough Throughput: 2 Gbps
-  Dual Connectivity: 5G Low/Mid-Band & Cat 20 LTE
-  LAN Connectivity: 2.5 GbE
-  Management: NetCloud

E3000 Series Enterprise Router

5G embedded or optimized routers deliver scalable performance and services for all-wireless and hybrid-wired WAN networks



The E3000 Series Enterprise Router is a black, rack-mountable device with a sleek, rectangular design. It features a series of status LEDs on the front and the Cradlepoint logo. The device is shown against a dark background with a yellow glow effect.

-  Firewall Throughput: 2 Gbps
-  WAN Connectivity: 5G Low/Mid-Band, Cat 18 LTE, 2.5 GbE
-  LAN Connectivity: Wi-Fi 6, GbE, SFP+
-  Management: NetCloud

ATTENTION:
Cradlepoint restricts the purchase of the W2005 to Cradlepoint Partners with the 5G for Enterprise Branch specialism and recommends professional installation.

Why Wireless WAN?

Diverse high availability



Extended reach



Simplified broadband management



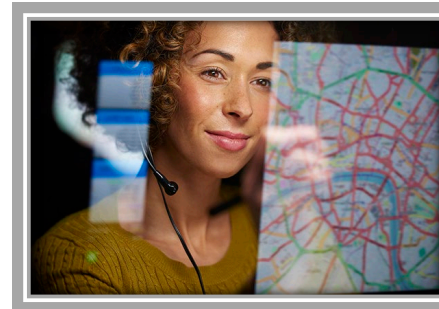
Day-1 connectivity



Connected remote subject matter experts



High bandwidth mobile applications



Wide area LANs



Wireless WAN Use Cases

DAY-1 DEPLOYMENT



Pandora Jewellery

- Full LTE day-1 until broadband deployment
- Kept LTE for failover after broadband
- High availability

BRING YOUR OWN NETWORK



Fox Sports

- Live internet vital to broadcast
- Portable communication cases
- Flexible and cost effective

STORE-WITHIN-A-STORE



Jackson Hewitt

- Must be separate from Walmart
- From weeks to hours deployment
- Phone number consistency and ease

POOR BROADBAND



Dollar General

- 2,000 out of 13,000 stores lack wired connectivity
- LTE primary connectivity
- Easy addition for IT

Wireless WAN Use Cases

SD-WAN ROUTING



Evereve

- Retailer runs 10 applications from VoIP to music to traffic counters
- Traffic steering
- Global updates

LTE FOR FAILOVER



LA Unified School District

- Nation's 2nd largest (730,000+ students)
- 710 square miles
- Centralized cloud management

LTE AS PRIMARY



United Oil

- Replaced 30+ wired providers with 1 wireless provider
- Able to take over ATM revenue
- Runs several service offerings

LTE FOR ISOLATION



Bank of America

- Digital sign isolation from bank traffic
- Immediate deployment
- Easy for IT and for marketing

Pathway to 5G begins with LTE wireless WAN



Secure Access



Anywhere WiFi



Nonstop Networks



Mobile Networks



Digital Signage



Smart Cities



SD-WAN Branch Routing



Internet of Things



Machine-to-Machine

Mobility - on the move with robust connectivity



EMERGENCY SERVICES

- Vision: automated cruiser
- Emergency events trigger recording
- Emergency hot spot



MOBILE HEALTHCARE

- Expands and extends reach of services
- Offers wide range of medical services
- Robust connectivity and redundancy



PUBLIC TRANSPORTATION

- 4,000 buses in largest New York boroughs
- Real-time fare box connectivity
- Expandable for guest WiFi, cameras, and signage



MOBILE EDUCATION

- Coachella Valley 2nd poorest school district in the US
- 20,000 students
- "WiFi on Wheels" park in most disadvantaged areas

Mobility – on the move with robust connectivity



COMMAND & CONTROL

- Drones transmit to command & control vehicles and units
- Vehicles and units transmit live video and information to central command station



MARINE TOURISM

- Increased revenue by adding capability to take on-board credit card transactions
- Added CCTV and DVR's with live feeds to headquarters



EXECUTIVE TRANSPORTATION

- Corporate, Black Car, and special events services
- High bandwidth-consuming passengers



INDUSTRIAL SERVICES

- Remote progress reporting to client
- Hands-off network traffic isolation
- Private IP address acquisition

Things are connected & protected



KIOSKS

- Increased shopping time; collects customer information
- Customisable and remotely managed



DIGITAL SIGNAGE

- Runs 5 applications a sign location
- High availability
- Easy centralised management



SMART CITY

- Real-time connectivity for 1,400 intersections
- Flashers, sensors, and video cameras
- Improved uptime from 60% to ~100%



INDUSTRIAL SERVICES

- NetCloud Perimeter for private remote access
- No need to acquire public IP Addresses
- Remote reporting and maintenance

Things are connected & protected



MOBILE DIGITAL SIGNAGE

- Location-specific digital displays
- Measurable data to advertisers
- One of NYC's largest outdoor advertisers



MOBILE TELEMEDICINE

- Extends personal services reach
- Secure client works on any device
- Overlays any network
- Cloud management



PUBLIC TRANSPORTATION

- 4,000 buses in New York Metro boroughs
- Real-time connectivity for fare box
- Expandable for passenger WiFi, cameras, and signage



SCADA MONITORING

- SCADA systems for industrial monitoring
- Replace remote manual monitoring processes
- Rural area coverage

NetCloud™ - Cradlepoint's platform for the Elastic Edge

Optimised Wireless WAN Integration

Software-Defined visibility and control with dynamic carrier and APN selection

Software-Defined WAN

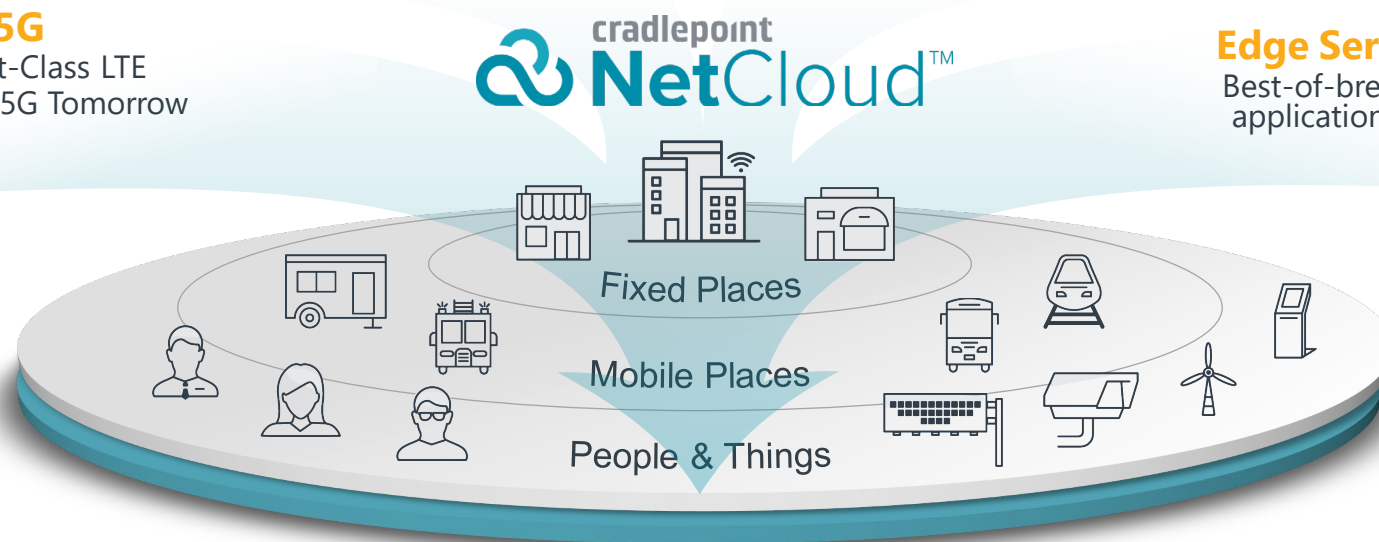
Intelligent path and traffic control for wired & wireless connections

Pathway to 5G

Leading 5G with Gigabit-Class LTE
5G Ready solutions today, 5G Tomorrow

Edge Services & Computing

Best-of-breed security and M2M/IoT application computing integrations



Cloud-Based Management & Orchestration

Single pane of glass for unified policy, management, and orchestration

Cloud management offers greater agility

Provision

- Zero-touch deployment
- Device & group configuration

Control

- Out-of-band management
- Extensible customized edge applications / API



NetCloud
MANAGER

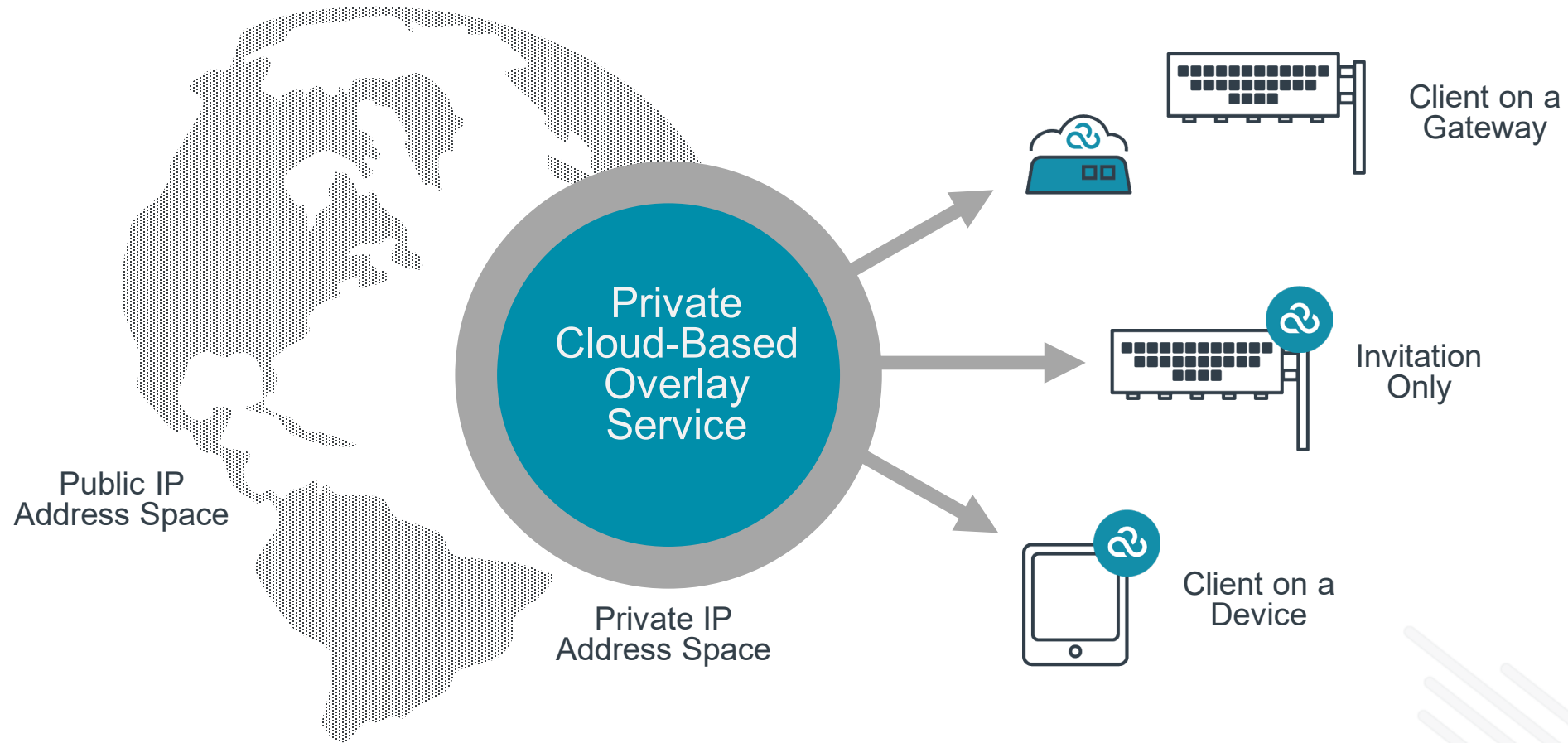
Monitor

- Secure remote monitoring & updates
- Custom alert management

Analyse

- Application, network & device visibility
- Health, WAN, LAN, cellular & usage
- Location Services

NetCloud™ Perimeter private overlay for IoT



MOBILECORP - Australia's leading Cradlepoint Partner



MobileCorp is Australia's first **Cradlepoint Elite Partner** and one of only 45 partners globally to hold the 5G for Enterprise Branch specialisation.

MobileCorp was named **Cradlepoint MSP of the Year** in 2022, and **Cradlepoint Growth Partner of the Year** in 2021.

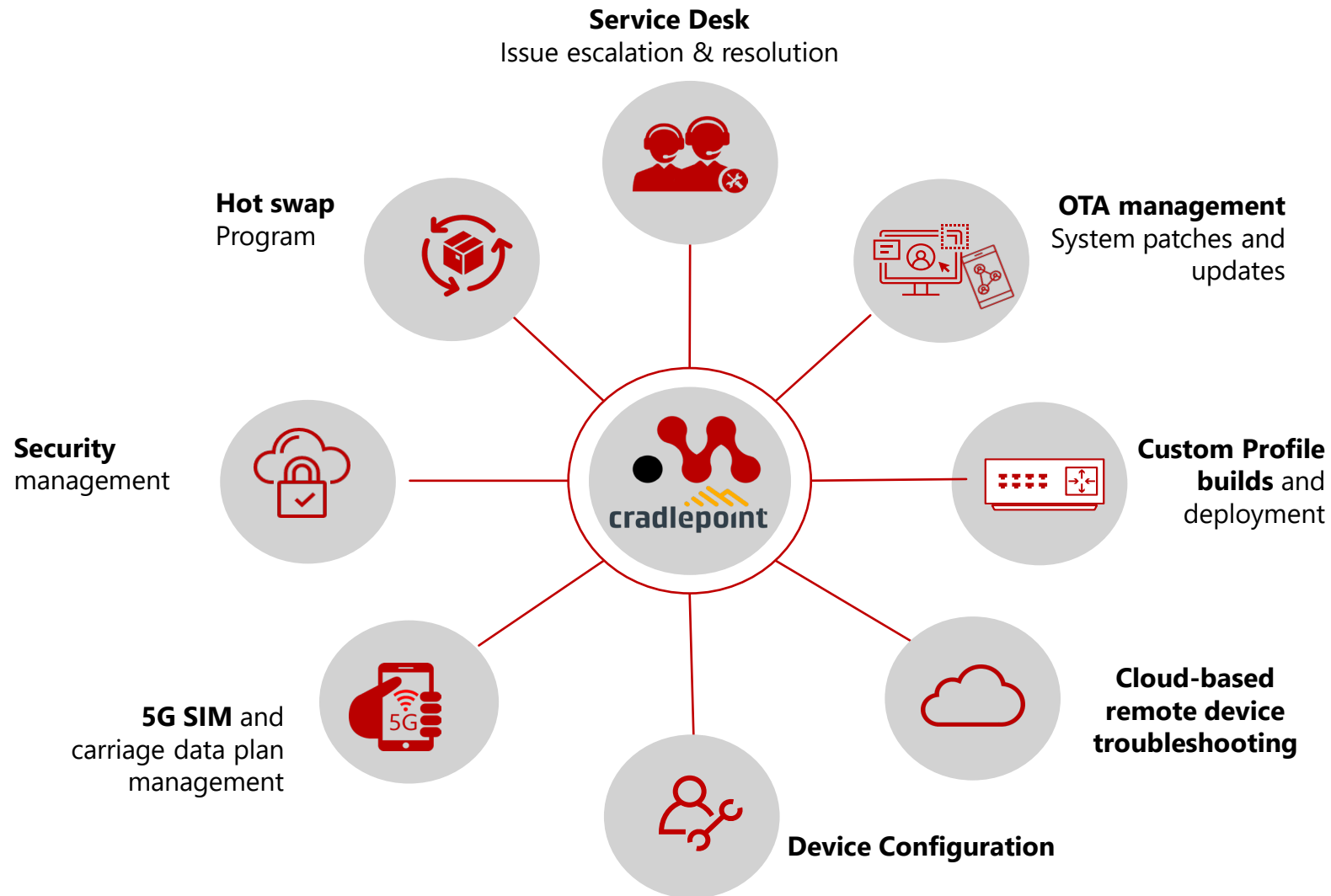
MobileCorp is a Sydney-based communications technology MSP and is also a Telstra Platinum Enterprise and Business Partner for Mobility, and Managed Services.

www.mobilecorp.com.au

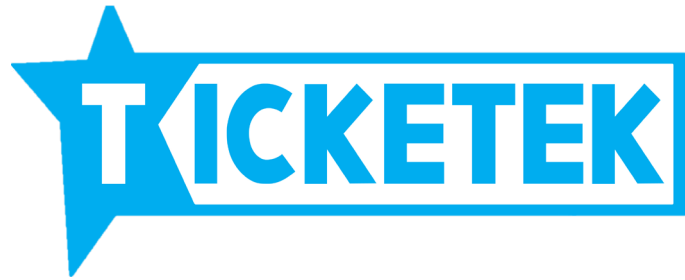
1800 243 252



MobileCorp has the most comprehensive Cradlepoint managed service in Australia



MobileCorp Case Study 1. Hybrid WAN network with 4G failover



- The vision is a Cradlepoint in every Australian stadium and entertainment venue, and in all Ticketek sales outlets.
- Network architecture, device configuration, network migration and managed service by MobileCorp.
- Cradlepoint for failover now, future-proofed for primary with 5G expansion



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

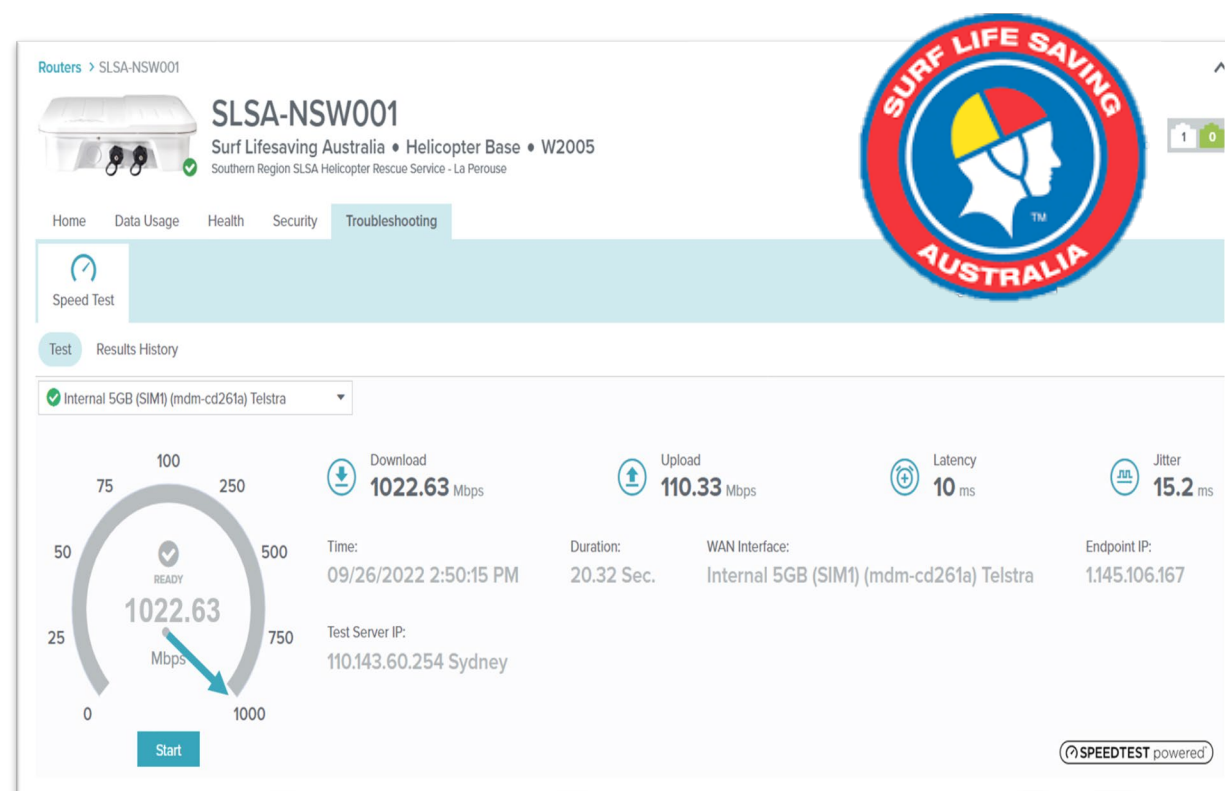


Case Study 2. Marine Rescue NSW



MobileCorp provides Cradlepoint LTE Failover, QoS and traffic prioritisation for ROIP for 45 coastal sites and inland waterways

Case Study 3. Surf Life Saving Australia



MobileCorp delivers Cradlepoint network redundancy for Westpac Rescue Helicopter base achieving download speeds in excess of 1Gbps.



Defence | Corrections



Cradlepoint W2005 5G adapter is being used as a **primary link** for Holsworthy Barracks and Silverwater Prison.

Retail



The Cradlepoint E3000 is used for a **primary link** at Peloton retail outlets in Martin Place and Bondi Junction and two Melbourne stores for PoS and online demonstrations.

Construction



A construction multinational at Western Sydney Airport is using the Cradlepoint W2005 for **primary links** at demountable offices onsite.

Tel: 1800 243 252

Education



The primary dark fibre link was dug up by Council workers and left a leading Independent school in Melbourne was without internet for 24 hours. We installed the Cradlepoint W2005 Outdoor Adapter with existing Palo Alto router for **failover link**.



MOBILECORP

MobileCorp is an Australian
Cradlepoint Elite Partner

Contact: 1800 243 252

