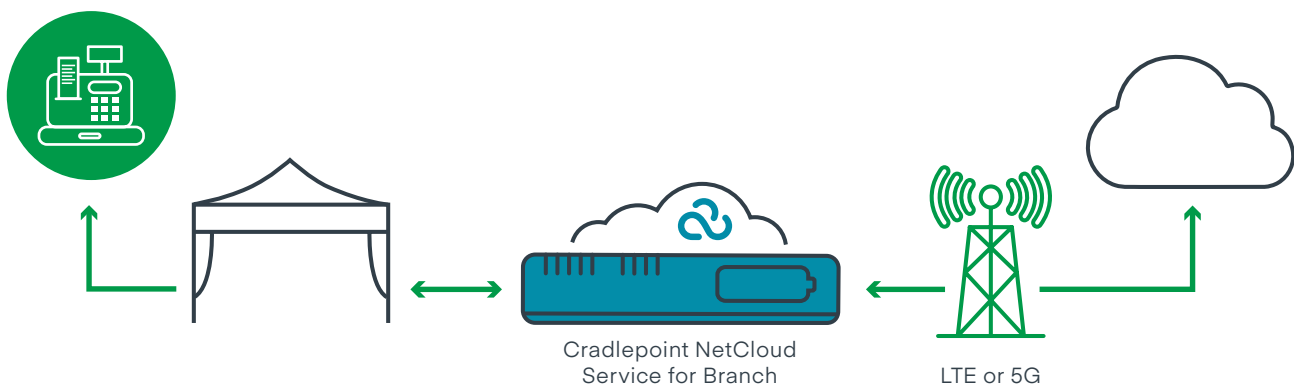cradlepoint

Connectivity for Pop-Up Locations

Using LTE and 5G for cost-effective temporary network access

Pop-up locations are increasingly important across many industries, helping organizations serve customers and do business in innovative new ways. Trends including field workforces and temporary retail are driving the need for temporary connectivity that is secure, easy to deploy anywhere, and can be monitored and managed without sending IT professionals to each site.

Cradlepoint NetCloud
Service for Branch

LTE or 5G

Networking challenges

Unavailable or unreliable wired connectivity

Often in pop-up situations or temporary locations, wired connectivity is unavailable, expensive, unreliable, requires a long-term commitment, or all of the above. These pop-up locations often have a very short life and need the ability to move at will while still requiring fast, secure, high-quality connectivity.

Unpredictable and sometimes exorbitant costs

Places such as hotels, convention centers, and other locales that host one-time events sometimes charge extremely high prices for wired connectivity. Costs vary considerably from one site to the next.

At-risk information security

Even in temporary locations, critical information must be protected. Whether it's Point-of-Sale (POS) information, patient data, or corporate communication, organizations can't afford breaches in pop-up network scenarios.

> **During an event, we only have a window of days and/or hours to sell our event-specific merchandise. If we have any service interruption, it could be devastating for our business success."**
>
> Dan O'Reilly, IT Support Supervisor, MainGate

Benefits of LTE and 5G for pop-up network connectivity

On-demand wireless access

Many organizations ensure reliable pop-up connectivity through Cradlepoint's cloud-managed LTE and 5G wireless edge routers. With the ability to create secure cellular broadband connections and make Wi-Fi available, companies have the flexibility to set up instantly, enabling high availability for important applications.
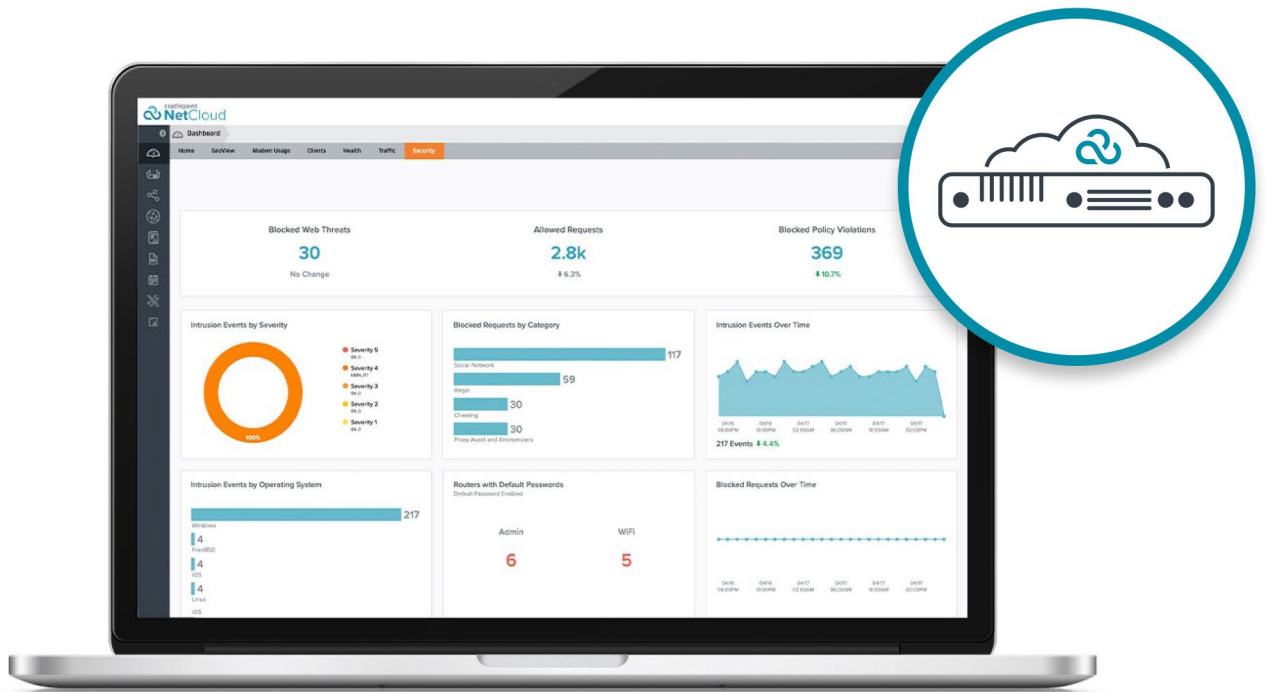
Standardized and consistent WAN pricing everywhere

LTE is a plug-and-play option that standardizes a company's pop-up WAN costs across the entire country, with reliance on one or two network operators instead of a different ISP in each and every town.

Built-in information security

Cradlepoint's all-in-one branch solutions include a firewall, easy VPN setup, content filtering, and IPS/IDS — allowing organizations to keep all types of data secure from one site to the next.

Cradlepoint's NetCloud Service for Branch with wireless edge routers

Explore this solution at **cradlepoint.com/branch-routers**