

# Day-1 Connectivity for Sites and Stores

## Using LTE and 5G for immediate network availability

Many enterprises regularly open branches with strict deadlines in order to meet revenue and business goals. These organizations can't afford the uncertainty and delay of waiting for the installation of wired lines for network connectivity. So, how do new fixed and temporary locations get Internet access quickly?



### Networking challenges

#### Waiting for wired line installation

It can take weeks or even months to get wire lines installed, depending on the region, demand, and other variables. It's difficult to gauge how long it will take in each location, leaving companies at the mercy of regional vendors as they wait for the network access they need to communicate with headquarters and prepare for a store opening.

### Benefits of LTE and 5G for day-1 network connectivity

#### Setting up cellular broadband immediately

Using Cradlepoint's cloud-managed all-in-one branch routers featuring embedded high-performance LTE and 5G as the primary link, IT teams ensure day-1 connectivity at new locations — without having to wait for a wired link. With this solution, businesses can open locations on schedule without the network holding them back. Later, once the wired connection is up and running, the organization can use that same multi-WAN primary router to either load balance between wired and wireless links or use the wireless link for failover.

#### Deploying and managing the solution from anywhere

Cradlepoint's wireless edge networking solutions can be set up even without IT staff on location. Cloud features for zero-touch deployment provide secure Internet and corporate network access immediately. A store manager can get the router up and running within just a couple minutes.



**We would have lost a minimum of \$10,000 in month-to-month sales"**

Ashley Walther,  
Manager, PANDORA's Park  
City Center Store

Explore this solution at [cradlepoint.com/branch-routers](https://www.cradlepoint.com/branch-routers)