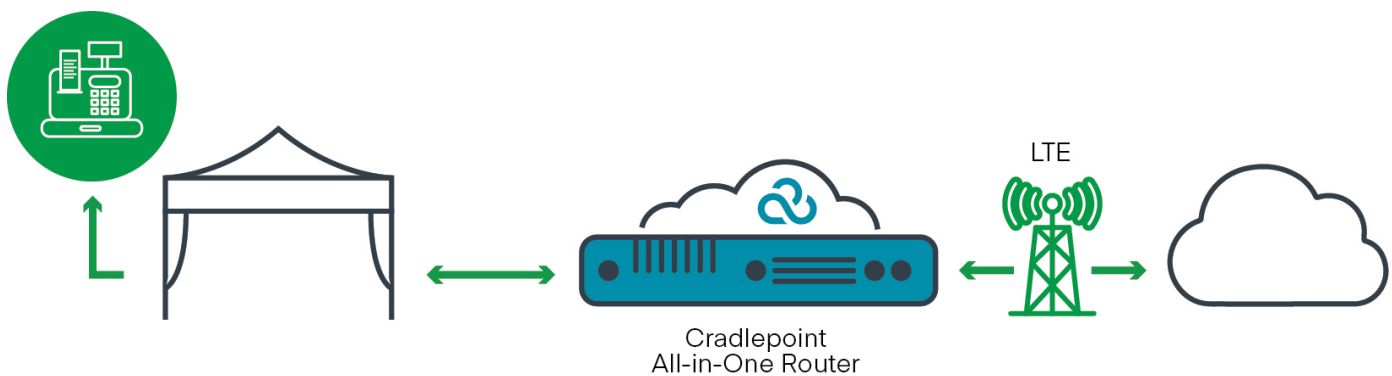**cradlepoint**

Pop-Up Networks

Using LTE for Cost-Effective Temporary Network Access

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

Cradlepoint
All-in-One Router

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 & 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 for Pop-Up Network Connectivity

On-Demand Wireless Access

Many organizations ensure reliable pop-up connectivity through Cradlepoint's cloud-managed LTE-enabled branch routers. With the ability to create secure LTE connections and make WiFi available, companies have the flexibility to set up instantly, enabling high availability for important applications.
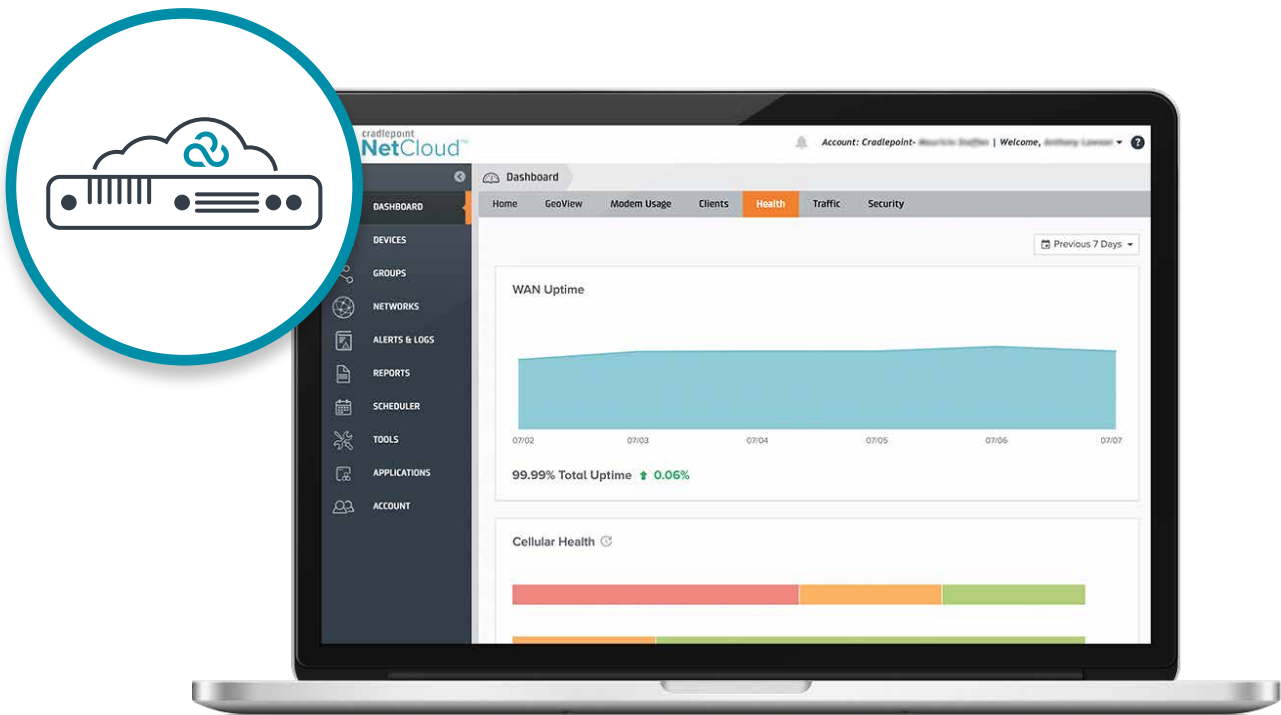
Standardized & Consistent WAN Pricing Everywhere

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 LTE Routers

Learn more at cradlepoint.com/branch-networks