

Why Retail Stores Rely on LTE & 5G First

In brick-and-mortar stores, wired connectivity isn't agile enough to accommodate retail technology trends. Retailers that can't function without access to laptops, printers, IoT devices, and cloud applications are embracing a cellular-driven approach to maximize connection reliability and flexibility. The **new standard is the Wireless WAN Branch**, which puts LTE and 5G first and is delivered through all-in-one, cloud-managed wireless edge routers.

90% of organizations are investigating business cases and defining use cases or service portfolios based on 5G.

— Infosys

The Requirements of Today's Connection-Reliant Branches



Integrated Security

“Our retail stores require flexible WAN capabilities, as well as the ability to protect sensitive customer and payment information with a small IT team. We require an all-in-one solution that provides the security features we need to comply with wide-ranging regulations.”



“During high-volume shopping seasons, we must be able to set up a temporary location on short notice. Pop-up cellular solutions allow us to meet our customers where they are instead of worrying about where the nearest cable plug-in is located.”



Hybrid WAN Flexibility



Centralized Network Management

“With stores in every state, it's impossible to send an IT specialist to address every issue. To troubleshoot, push out security updates, or change a configuration, we use a cloud-based network management system. We monitor locations nationwide from easy-to-read dashboards. It's the only way to manage such a large network.”



“We need our employees to be able to stay connected to crucial business applications whether they're in the store, at the office, or working from a remote location. We need to provide them with a secure, dedicated connection, yet we need cloud control of network security and data usage.”



Work From Anywhere

5G with Pathway to 5G Wireless LTE with Pathway to 5G

“Internet downtime prevents us from using technologies that help us keep shoppers happy. Using LTE wireless solutions for primary and secondary WAN connectivity keeps store operations running smoothly — and prepares us to add 5G as soon as possible.”



“We have so many things connected — from POS systems and surveillance cameras to guest Wi-Fi, which devour tons of bandwidth while at the same time needing to access applications from the cloud. We need intelligent traffic steering along with the flexibility to use both LTE and wired broadband for our WAN. We get it all through our LTE-optimized SD-WAN routers.”



Wireless-Optimized SD-WAN



Learn more at [cradlepoint.com/retail](https://www.cradlepoint.com/retail)