

Cradlepoint 4G LTE Failover Solutions for Business Continuity

CHALLENGE: THE HIGH COST OF YOUR NETWORK DOWNTIME

When your business-critical applications rely on a connection to the Internet, even a short disruption in Internet service costs your company in lost revenue, customer dissatisfaction, and reduced productivity.

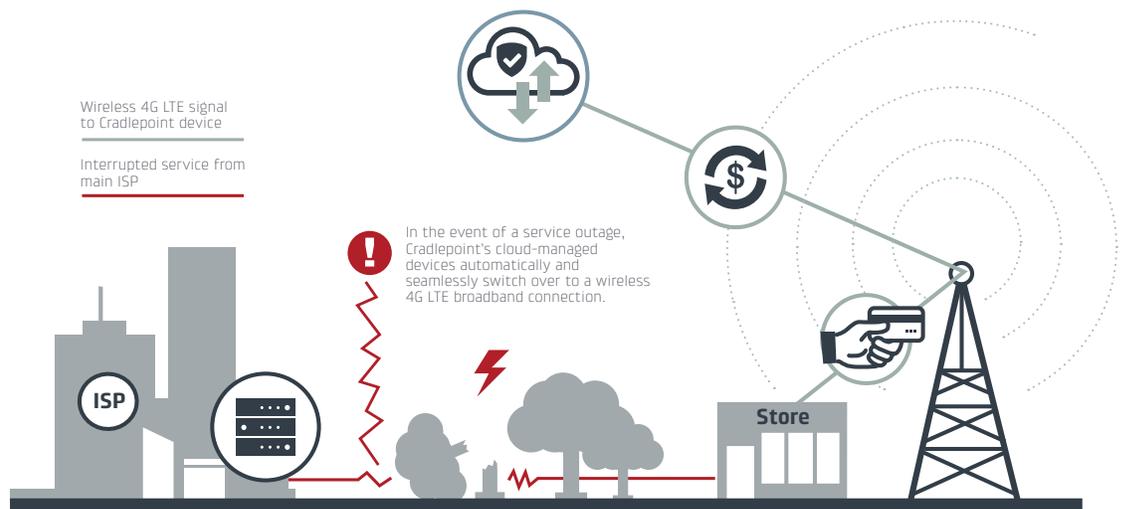
No single Wide Area Network (WAN) connection can deliver 100% uptime, so the question isn't whether your business will lose Internet connectivity, but rather how to protect your business from loss and disruption when it does happen.

SOLUTION: CRADLEPOINT 4G LTE FAILOVER SOLUTIONS THROUGH WAN DIVERSITY™

In the event of a service outage, Cradlepoint's cloud-managed devices automatically and seamlessly switch over to a wireless 4G LTE broadband connection. Any systems connected to the Cradlepoint device continue to operate at broadband speeds, keeping your network humming and customers and employees happy. And unlike wired resiliency solutions, Cradlepoint devices depend on a cellular signal that isn't subject to the sorts of physical disruptions that can knock out traditional cable, DSL, and T1 connectivity.



**EVERY HOUR
OF INTERNET
DOWNTIME CAN
POTENTIALLY
COST COMPANIES
BETWEEN \$250,000
AND \$1 MILLION
PER HOUR.¹**



CRADLEPOINT'S 4G LTE FAILOVER ADVANTAGES

High Availability: Cradlepoint offers solutions that balance the strengths of wired and wireless networks through WAN Diversity™ – diversifying multiple WAN paths through 4G LTE, Ethernet, and WiFi as WAN all in one flexible, cost-effective device.

Enterprise-class security: Cradlepoint's sophisticated security protocols are purpose-built for PCI Compliance, which is required for credit card processing applications.

Connected to the cloud: Today's businesses benefit from the advantages of virtualized and cloud-based enterprise services and applications, which require uninterrupted connectivity. Cradlepoint solutions allow you to maximize the benefits of the cloud without losing your connection when you need it most.

FAILOVER SOLUTIONS

As a cloud-managed solution, Cradlepoint balances the strengths of wired and wireless networks through WAN Diversity™ – the convergence of 4G LTE, Ethernet (DSL, Cable, T1, MetroE), and WiFi as WAN, all delivered through a single networking device.

Using dual modem technology, enterprises have the ability to:

- + Deploy multiple wireless backup connections to help you achieve 99.999% uptime.
- + “Cut-the-Wire” for combined high-speed 4G LTE networks from diverse carriers.
- + Load balancing provides greater throughput for more users and demanding applications.

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Sources

¹“Three Ways System Downtime Affects Companies and Four Methods to Minimize It.” 2014. GlobalSCAPE, Inc.

SUCCESS STORY: AMERICAN APPAREL

American Apparel is a vertically integrated manufacturer and retailer. All phases of production, from cutting and sewing to marketing and photography, are done at the company's downtown Los Angeles factory. American Apparel has more than 280 stores globally. Its L.A. factory is the largest sewing facility in North America.

“The original impetus to work with Cradlepoint grew from American Apparel's need for a wireless failover solution to guarantee uninterrupted Internet access.”

– OSVALDO HURTADO, AMERICAN APPAREL'S DIRECTOR OF STORE IT INFRASTRUCTURE

The locations also required PCI Compliant Internet access to process credit card transactions and handle mission-critical applications. Cradlepoint routers enable American Apparel to keep hundreds of its international retail locations online through wireless 3G/4G. The stores can also use Cradlepoint routers to create private networks to company headquarters.

To manage its network of routers, American Apparel uses Cradlepoint's cloud-managed network solution, which allows them to centrally deploy, configure, and manage all of their devices across different retail stores to improve the reliability and enhance the intelligence of their network.