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PART OF ERICSSON

Network operators today must be agile. So should their WAN solutions.

The Wireless WAN future starts with Cradlepoint

As part of Ericsson, Cradlepoint provides wireless edge solutions that enable network operators to unlock the power of LTE and 5G cellular networks to give their customers' WANs the boundless reach, nonstop reliability, and real-time agility needed to keep up with the demands of today's modern business. Connect fixed and temporary sites, vehicles, field forces, and IoT devices, anywhere. **Simply. Securely. Wirelessly.**
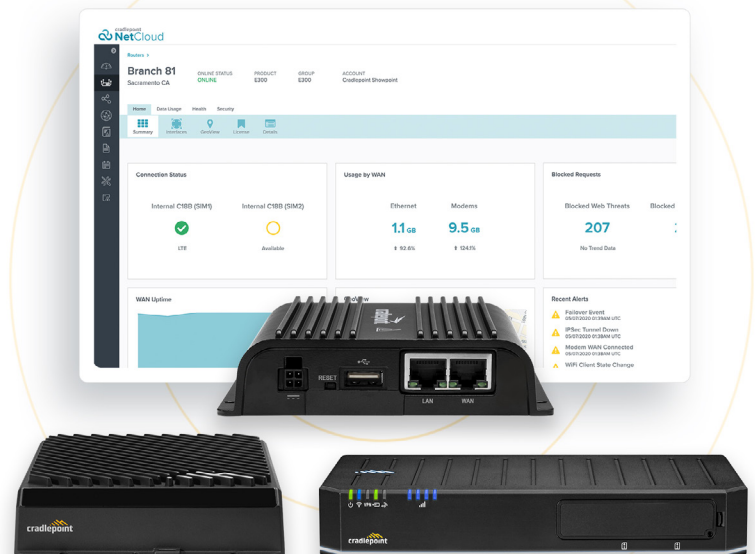

Cradlepoint NetCloud:
Powering every Cradlepoint solution

NetCloud is at the heart of everything we do — a subscription-based platform for Cradlepoint wireless edge routers and adapters that delivers cloud-based management and control, software-defined networking technologies, enterprise-class routing and security, robust analytics and insights, and extensibility tools. One platform manages all endpoints, across multiple use-cases, simplifying overall network administration.

Cradlepoint endpoints:
Purpose-designed, purpose-built

A complete portfolio of enterprise-class 5G and 4G LTE wireless routers and wideband adapters designed for every use case. From all-in-one connectivity for fixed locations to adding cellular failover; to in-vehicle networks; to secure IoT connectivity, the endpoint solutions your customers need are right here — built and backed by Cradlepoint.

Solutions designed to enable organizations to
connect people, places, and things

Wireless WANs solve multiple problems for business networks, create new opportunities, and lay the foundation for further digital transformation and innovation. Of course, Wireless WAN isn't one size fits all. Cradlepoint's enterprise-grade Wireless WAN solutions are simple to deploy and tailor-made for common challenges facing today's modern organizations.

All-In-One Connectivity

Primary wireless access for store, office or employee work-from-home use cases that require dedicated routing and high availability, as well as security and centralized management across thousands of locations.

Ensure Business Continuity

Use 4G LTE or 5G connectivity for wireless failover to support sites that require critical network uptime and availability, seamlessly integrating into any existing SD-WAN infrastructure.

Day-1 Connectivity

Out-of-the-box 4G LTE or 5G wireless connectivity or redundancy when wirelines are unavailable or cost-prohibitive.

Store-in-a-Store or Temporary Sites

Dependable and agile wireless networking for organizations that are required to bring their own network to a retail or temporary site.

In-Vehicle or Mobile Connectivity

The market leading all-in-one solution for first responders, delivery, and other mobile scenarios extending the network edge to wherever the work is done.

Internet of Things

One solution to view, manage, and secure virtually anything — cameras, sensors, digital signage — that can connect to a gateway.

Private Cellular Networks

For locations that are not well supported by Wi-Fi or public cellular networks, Cradlepoint enables network operators to offer customers a private, scaled down version of a 4G or 5G network.

win

How Network Operators win with Cradlepoint

Enabling network operators to expand market opportunities and improve overall customer lifetime value by bringing together their wireless and wireline portfolios.

Accelerate the adoption of 4G and 5G services with the market leading Wireless WAN solution for businesses.

Expand new market opportunities, including managed services, with purpose-built Wireless WAN solutions for branch, mobile, and IoT use cases.

Optimize the value of their network and services with a seamlessly integrated and simple to deploy, all-in-one platform.

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A Wireless WAN platform with everything your customers need to manage *every thing*

— **Zero-Touch Deployment:** Plug in and go with zero-touch deployment features that automatically connect, license, and configure — enabling instant setup of Wireless WAN edge solutions.

— **Policy-Based Control:** Cradlepoint NetCloud Service makes it easy to configure networks that can route traffic based on bandwidth usage, application content, cellular data usage, or preferred link to maximize availability and uptime.

— **SD-WAN for Wireless:** Ensure optimal application quality and availability with integrated SD-WAN that's deployed at scale with minimal disruption. Cradlepoint SD-WAN is built for a wireless, cloud-first world.

— **Full-Stack Analytics:** Gain insight into applications, network health, and security data through rich analytics. Available in intuitive dashboards and through actionable alerts, this data gives organizations a full picture of their Wireless WAN, applications, and network usage.

— **Mobile Application:** Access a range of NetCloud management features from a phone or tablet. An intuitive interface provides access to critical troubleshooting, security events, alerts, and reports — anywhere, anytime.

— **Full-Lifecycle Management:** NetCloud simplifies network management by making it easy to understand and apply licenses, identify and push out software updates, upgrade software feature sets, access education tools, and connect with other customers.

We're with you every step of the way

Integrated go-to-market and sales enablement

Cradlepoint has developed strategic partnerships with the largest wireless and wireline network operators as well as relationships with key distribution and channel partners to ensure a comprehensive go-to-market approach designed to seamlessly integrate with each network operator's strategy, operations, and business model.

AREA	CRADLEPOINT GO-TO-MARKET SUPPORT		
Service Creation	⊘ Architect service offerings	⊘ Managed service offer support	⊘ Collaborate on joint business plan
Service Enablement	⊘ Develop portfolio augmentation strategies	⊘ Collaborate on content development	⊘ Develop and deliver training programs
Marketing Support	⊘ Assist with messaging and positioning	⊘ Co-develop content and communications	⊘ Partner on joint go-to-market campaigns
Sales Engagement	⊘ Channel alignment and coordination	⊘ In-market direct field sales alignment	⊘ Joint account planning and sales calls

Cradlepoint University: The enablement gateway to the world of Wireless Enterprise WAN

Cradlepoint University is Cradlepoint's custom eLearning platform that provides knowledge, in-depth training, and best practices on how to sell, install, manage, configure, and monitor 4G and 5G wireless WAN environments. Interactive and on-demand, these recognized Cradlepoint sales and technical network certifications enable network operator sales and technical teams to maximize opportunities and become the trusted Wireless WAN advisors for their clients.

CERTIFIED NETWORK ASSOCIATE

CERTIFIED SALES ASSOCIATE

CERTIFIED NETWORK EXPERT

CERTIFIED NETWORK PROFESSIONAL

CERTIFIED DEVELOPER

SPECIALIZATION: 5G for Enterprise Branch

The Cradlepoint technology ecosystem

Cradlepoint's ecosystem of technology partnerships expand our customer's branch, mobile, and IoT networking options and provide additional opportunities for our Network Operator partners. Each solution is integrated and tested with Cradlepoint's NetCloud Service to ensure optimum performance and reliability.

— **Technology Alliance Partners (TAP):** Joint technology solutions based on NetCloud Extensibility Services, including API, SDK, Edge Connectors, Edge Containers, and Service Connectors. Available through select Cradlepoint and partner sales channels.

— **NetCloud Service Technology Embedded Partners (STEP):** Embedded technology solutions that provide an integrated and simple-to-use NetCloud experience. Available directly from Cradlepoint.

— **Approved Antenna Partners:** Third-party antenna suppliers with products that meet Cradlepoint's stringent compatibility and performance specifications.

For more information visit:
cradlepoint.com/partner-technology-solutions

Unlock the power of LTE and 5G cellular networks with Cradlepoint

Cradlepoint is uniquely positioned to help network operators accelerate enterprise Wireless WAN and 5G adoption by providing end-to-end network solutions that are secure, simple to deploy and operate, and deliver wireline-like quality of experience — enabling cellular wireless to become essential WAN infrastructure.

For more information visit cradlepoint.com

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