



The CradlePoint PHS300 instantly creates a Wi-Fi hotspot that any Wi-Fi enabled device can connect to—laptop, camera, PDA, etc. The PHS300 then connects those devices to the Internet via 3G mobile broadband, providing high-speed web access virtually anywhere. The size of a handheld PDA, the PHS300 can operate on battery power for up to 2 hours.

CradlePoint Solution Saves the Day at On-site Event

PHS300 Personal Hot Spot Provides Web Access for High-Level Meetings Between Bloggers and HP

SITUATION

Buzz Corps is an influencer marketing agency focused on generating word-of-mouth referral for their clients. One aspect of their services involves connecting Buzz Corps' clients with bloggers who write about those clients. For one of their recent initiatives, Tom Augenthaler and Nick White of Buzz Corps hosted a Tech Day event involving members of the HP Technology Solutions Group (enterprise servers, networking, etc.) and 10 IT pro-oriented bloggers from around the world. These bloggers traveled from Canada, Italy, Netherlands, New Zealand and cities around the United States for in-person, hands-on experiences with HP's newly launched line of servers. In the sessions, the bloggers received deep-dive briefings about the HP new products and associated technologies, plus took a tour of the manufacturing facilities. To report on their findings and involve their audiences in real-time discussions—thus making the most of their time when actually in HP's presence—the bloggers needed to be able to send and receive email and post to their blogs in real-time.

CHALLENGE

While the HP site offered Internet connectivity in specified visitor meeting rooms, the bloggers and the HP team members were in a secure conference room because of

the unique nature of the Tech Day briefings. “Due to security considerations, network access to the Internet was not available for anyone who was not an authorized HP user,” Tom recalls. “This obviously caused huge problems for our blogger guests. When we made the announcement that there wasn’t going to be any Internet access, there were audible groans.”

“Given the ease of use, quality and the low cost, [the PHS300] is a sure winner.”))

This type of security policy is quite common at large corporations. To protect intellectual property, trade secrets and other confidential information, IT departments typically impose strict network/Internet access restrictions. Efforts to work around these prohibitions require significant lead time and non-trivial expense. Even then, work arounds are sometimes just not possible, as was the case in this instance.

SOLUTION

Fortunately, one of the bloggers, John Obeto of Absolute Vista, had a CradlePoint PHS300 Personal Hot Spot.

“John plugged a 3G [mobile broadband] air card into his PHS300 and within 2 minutes he had a wireless hot spot up and running,” says Tom. “He gave everyone a generic logon and password and we were all connected to the Internet just like that. I was getting email and checking the web...bloggers were posting to their blogs...even the Intel and HP guys were using it. It was an amazing experience. Everyone in the room was asking: ‘Where did you get this?’ Who makes it? Where can I get one?”

Nick adds: “I’ve run into this problem while at Buzz Corps and also in my previous job at Microsoft. There always seems to be issues with getting Internet access, obtaining approvals, securing provisioning by the IT department, etc.”

“And actually, it’s kind of embarrassing,” Tom interjects. “We have personal relationships with these bloggers, their families and their communities. I felt awful having to tell someone—after they’ve just flown 14 hours from New Zealand—‘sorry, no Internet,’ when that’s how they make their livelihood. The

CradlePoint [PHS300] really saved the day. These people are all heavy technology users and they were really impressed. We’re getting one for our company.”

“The cost was a pleasant surprise,” Nick continues. “If the price was north of \$600 or \$700, we’d have to think about it. But for less than \$190, it’s a no-brainer. Even if we used it just once—and we obviously will use it much more than that—[the PHS300] will pay for itself.”

BENEFITS

“Before, if someone had an air card, they’d be the only one with an Internet connection and everyone else would be left out in the cold,” Tom notes. “Now, with a single air card, we can provide Internet for attendees at our events.

- **Easy.** “[The PHS300] was plug-and-play,” Tom reports. “It was like one-two-three-boom! It was up and running.”
- **Fast.** “[The PHS300] wasn’t as fast as a T-1 connection,” notes Nick. “But with 10 bloggers, plus Tom, me and the HP / Intel people all using it, we had pretty decent speeds. Obviously, upload and download speeds are more a function of the mobile broadband connection, not the PHS300.”
- **Reliable.** “The two days of the HP event,” reports Tom, “we didn’t experience a single problem. Even when I closed my laptop and it went to sleep, there were no drops. The connection would be there when I opened my laptop and it woke up.”
- **Affordable.** “After investing thousands of dollars in an event, spending a few extra dollars to ensure attendees have Internet access is well worth it,” notes Nick. “And we already have a mobile broadband account, so that cost isn’t an issue.”

Tom summarized his experience with the PHS300: “We hadn’t heard of CradlePoint before this HP event. From now on, we’re going to have one in our arsenal. It will allow us to always have Internet connectivity and be compliant with our clients’ security policies. Plus it will make us look smart to use cutting edge technology that resolves a long-standing problem that’s pervasive and frustrating.”