



The CradlePoint MBR1000 instantly creates a Wi-Fi hotspot that any Wi-Fi enabled device can connect to—laptop, camera, PDA, etc. The MBR1000 connects devices to the Internet in two ways: via 3G mobile broadband using an EVDO or USB air card, providing high-speed web access virtually anywhere. Or it can also be plugged into a DSL or cable modem.

Jackson-Hewitt Franchisee Speeds Retail Site Deployment with Cradlepoint

MBR1000 Broadband Router Helps Reduce Set Up Time from Weeks to One Hour

SITUATION

During tax season, Jackson-Hewitt of northern Georgia offers tax preparation services in retail locations like Wal-mart and K-mart. They set up temporary kiosks in these retail locations that require Internet access and phone service.

CHALLENGE

Provisioning broadband DSL line and phone lines every tax season was costly, time-consuming and frustrating. Just ask Jackson-Hewitt franchise owner John Beazle. “Have you ever tried to get a DSL line into a Wal-mart?” he asks with a laugh.

Beazle detailed some of the difficulties:

- Because Beazle’s Jackson-Hewitt offices cover considerable territory in northern Georgia, he must coordinate with 4 different phone companies to provision the 5 different store locations his kiosks are in
- There is a 5-10 day wait for the different phone companies to send field technicians to the retail sites

- Beazle must coordinate with each store manager to ensure his operations don't interfere with the store's existing IT infrastructure
- The day of installation, Beazle or one of his employees must be at the Wal-mart or K-mart all morning or all afternoon because the phone companies can't specify a time when they will be on-site
- Installation and setup costs run about \$300 per site; then there are the monthly fees (usually higher since he's on month-to-month contracts for the 4 months of tax season)
- Each year, the new phone numbers of the sites which must be communicated throughout his organization
- At the end of tax season, the DSL and phone service at each site must be cancelled and disconnected

SOLUTION

This year, John Beazle got a CradlePoint MBR-1000 Broadband Router for each location. Because the CradlePoint MBR-1000 uses 3G/broadband cellular to connect to the Internet, it provides the broadband connectivity his employee's computers need...without the provisioning or installation hassles of DSL or cable. "I walk in with everything I need. With the MBR-1000, in less than an hour, the kiosk is up and running and ready to go. No waiting. No relying on anyone but me."

This year, Beazle's Jackson-Hewitt office is also implementing a new VoIP phone system. This allows the retail sites to become extensions of his main phone network. Their VoIP phones plug right into the MBR-1000. This eliminates the need to pay for new phone lines or individual phone numbers. More importantly, it gives his customers a better experience. "Someone calls into the main number and they can get transferred to the retail site seamlessly. It's much smoother and delivers better customer service."

Beazle also appreciates the MBR-1000 VoIP optimization capabilities. The MBR-1000 dynamically prioritizes VoIP packets to provide the highest call quality possible. "No other router in the price range has that kind of capability," says Beazle. "I can't believe the MBR-1000 is so inexpensive. And reliable, too. We've had zero downtime."

BENEFITS

John Beazle and his Jackson-Hewitt franchises have realized a number of advantages by using the CradlePoint MBR-1000 Broadband Router:

- Save time, money and frustration, while delivering better service to their customers
- Just one 3G broadband provider to deal with instead of 4 different phone companies

"I can't believe the MBR-1000 is so inexpensive. And reliable, too. We've had zero downtime.")))

- No reliance on third parties so retail kiosks can set up whenever it's convenient
- Store managers no longer have to worry about the impact of foreign DSL lines and phone lines
- Zero installation or setup costs
- VoIP phones at each retail site become extensions of the main phone system, enhancing customer service, eliminating the need to learn new phone numbers and reducing costs
- At the end of tax season, the MBR-1000 and 3G cellular broadband service will enable Beazle and his employees to work remotely, providing greater flexibility and quality of life

One more thing John likes about the MBR-1000. "It's really user friendly. It's so easy to setup, my 12-year old granddaughter could do it. I'm sharing my experiences with other Jackson-Hewitt franchises. They face the same challenges as I do and they're really excited."