

Melbourne, Victoria

January 2011

Mobile Broadband Communication Solutions

3G networks now provide a viable and effective alternative to fixed line internet connection. Optimising the 3G connection for speed, quality and flexibility is achieved through use of Cradlepoint routers being launched in Australia by Gmee Pty. Ltd.

Get Wifi devices on line fast

These routers are faster than many of the existing internet connections and offer more flexibility in supporting the growing array of products with built in Wifi.

Take the ipad for example – it is more cost effective and faster to use a Cradlepoint router and wifi only ipad than to pay for 3G inside the ipad.

Using routers is also more convenient overcoming delays in internet set up and connections with a router that can also be mobile.

Immediate hot spot capability anywhere

- great for businesses on the move, travel and temporary/holiday use

As data plans have come down dramatically, Cradlepoint routers give you a great value for money equation.

Outdoors Mobile offices and classrooms Vehicles Trade Shows

Branch offices Retail stores Remote site offices Events

Fast, flexible, convenient and high performance that is cost effective and easy!

Case Study – Intel Health Guide Connectivity

Connecting the health monitoring functionality of the Intel Health Guide with the reliable connectivity of the CradlePoint CBA250 illustrates how remote monitoring can improve quality of life and increase the efficiency of a healthcare system facing many challenges. The in-home patient can reduce some of the related costs and number



of visits to the doctor while maintaining the appropriate level of care. Meanwhile, healthcare professionals can access critical patient information according to their demanding schedules.

Depending upon the need and configuration, the CBA250 can provide the primary connection for the Intel® Health Guide PHS6000 between patient and healthcare professional or be used to provide a 3G redundancy in case of network failure. The CBA250 is also in use across a number of industries that need reliable access to remote data, ultimately providing opportunities to become more efficient and enhance overall business operations.

The difference with Cradlepoint products is the **Quality of Service** – products that maximise the throughput and reliability of cellular communications.

Mac's Milk – Mac's is the largest convenient store chain in Canada

Situation: Mac's had a significant need to have a redundant internet connection for their locations to allow for business continuity for things like credit card processing, and other services. The budget for such a project was extremely limited, and as such it was a known fact that they wouldn't be able to replace their existing routing infrastructure.

Solution: Partnering with Rogers Wireless, CradlePoint and Rogers proposed a solution using the Rogers 3G network, and a CradlePoint CBA250. This combination would provide the exact same solution and configuration to all 800 locations, and would deliver the internet backup to their existing Cisco 1800 Series router with an Ethernet connection, which meant that no change to the Cisco hardware would be required. All that would need to be done is to configure the Cisco to use a secondary WAN port to get internet access in the event the primary connection went down.

Result: The customer moved forward with the proposed solution for all 800 locations. Rogers provided a very aggressively priced group plan that equals out to about \$30 USD per site for an extended commitment, and they were able to subsidize the cost of the modems as well to keep costs down. The CradlePoint CBA250 was the product selected and was purchased through distribution partners. When all was said and done, the installation and hardware costs per location were less than \$300 USD per site. This customer has since become a customer of our WiPipe Central software service that allows them to remotely manage these 800 routers easily and efficiently.

Circle K – A large convenient store chain in the U.S.

Situation: CircleK faced an aging infrastructure at their 2700 locations that needed to be replaced and upgraded. They were operating with older equipment that was based on dial-up connections about \$40 per line, which also required them to have multiple phone lines to support multiple applications. They wanted to modernize the locations and set up broadband for all the locations, be it Fiber, DSL, Cable, T1 or other. They were looking at implementing a Cisco 861 router to be used for various applications such as Credit Card processing, digital sign content distribution, and secure VPN for critical data services in the store key to the Cisco 861 was its VLAN capabilities. Quickly after designing and proto-typing the solution, Circle K realized that everything worked well as long as they had an internet connection, but the moment they lost a primary internet connection, the investment in the new equipment and configurations would be useless. This drove them to seek out an affordable backup solution.

Solution: Circle K investigated many technologies and settled on 3G Mobile Broadband as an acceptable format for their backup solution, what they needed now was a way to tie that into their existing plan for an Ethernet based network. Initially, Circle K had investigated a number of products that supported Mobile broadband, but ultimately, they selected the CradlePoint MBR1000 because of its ability to do failover, failback and the frequent support and firmware updates CradlePoint offers.

Result: Circle K Has moved forward and is deploying locations with the MBR1000. They particularly like the MBR1000 because they can disable the Wi-Fi, and later they may want to provide Wi-Fi access for new applications.

Cybera – A security and networking reseller

Situation: Cybera provides networking and security services targeted toward restaurants and branch offices. They have over 600 locations where they have deployed a primary connection for onsite services such as VPN connections, Credit Card processing, and Digital signage. They've realized that many times the primary internet service goes down and this results in a huge drop in productivity to these locations which the client finds unacceptable. As such they knew they needed a backup solution.

Solution: Cybera researched and identified CradlePoint's CBA750 platform as a perfect fit to add an Ethernet delivered 3G/4G service to these existing connections. They moved forward with the units and have deployed them to over 600 locations to date, one of the biggest selling points for them was the fact that CradlePoint supports all major modems or air cards on all major 3G/4G network providers in the US, as well as CradlePoint's ability to frequently update firmware to accommodate the newer cards.

Result: Cybera has seen the value of the backup connectivity and this is has resulted in their standardizing on CradlePoint products for their backup needs at all future deployments needing these. They have also started evaluating WiPipe Central, the management service that CradlePoint is offering for their products.

Walsh – Reseller and provider of managed services

Situation: Walsh Wireless is a leading provider of managed services for 3G and 4G network solutions. They’ve provided hundreds of thousands of software and hardware products to customers that need to have their 3G/4G services managed and maintained by a third part. Walsh has heavily pursued the ability to tie routing functionality with 3G and 4G broadband services. This has created a really complex situation in that managing 3G/4G routers is difficult as they may be mobile, may go offline and may not have complete abilities to use things like SNMP and other traditional network management protocols due to limited ability rate plans from the network operators.

Solution: CradlePoint has developed a “Bottom Up” software service that allows customers like Walsh to manage 3G/4G routers. The service is composed of a software client that is embedded into the CradlePoint routers themselves, and is intelligent enough to report into a server to be able to make changes like firmware updates, password settings, and any number of other settings

Result: Walsh is managing hundreds of routers with WiPipe Central, and is in the process of deploying thousands more. WiPipe Central allows them to manage these devices from a single point, and allows them to manage configurations and firmware versions quickly and efficiently.

Debut Product – MBR1200

The debut product in the series is a new business-class router, the MBR1200 **Failsafe Gigabit N Router**, to provide high-availability to users of both traditional wired networks and wireless networks using 3G and/or 4G services.

As the name suggests, the MBR1200 has a powerful built-in “failsafe” feature that senses when the wired Internet connection has been disrupted and automatically transfers over to either a 3G or 4G service, whichever is present, keeping users working with virtually no interruption to their Internet access. Once the wired Internet service has been restored, the MBR1200 will then fail back to the wired Internet service.

Features of the **MBR1200 Failsafe Gigabit N Router** include;

- 3G and 4G compatibility with ports for every type of mobile broadband modem (three USB, one ExpressCard and one PC Card)

- Certification achieved with all major USB modems in Australia
- Five 10/100/1000 (one WAN and 4 LAN) Ethernet ports
- Failover/failback for easy redundant Internet connections with or without wired Internet service
- Secured by Stateful Packet Inspection (SPI), 64/128 WEP, WPA, WPA2 and Network Address Translation (NAT)
- Creates, manages and terminates multiple IPSec VPN sessions
- High performance internal antennas plus two external Wi-Fi antenna ports
- 802.11n for broadest range and best throughput
- Pre-installed firmware so users have no software to load
- Optional: Modem security cap offers the flexibility to choose service from any carrier and secure the modem(s) similar to embedded solutions

Conclusions

Cradlepoint 3G routers can save time, effort and cost for primary and backup implementation. Wifi device support, failover and remote management all add up to increasing your flexibility and capability to use the power of wireless.