

# Retail Operations

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## Retail Operations Expand and Open on Time Nationwide with Day-1 LTE Solutions

### Success Story Highlights

**Challenge** — Have you ever started building out facilities only to realize that your fiber provider can't promise that they can meet your timeline? Business can't risk not opening on time due to lengthy and unpredictable wait times for fiber line installation.

**Solution** — Many businesses are choosing LTE for day-1 connectivity. With Cradlepoint devices, businesses can leverage Cradlepoint's NetCloud Service for Branch, which includes extensive cloud functionality delivered through dual-modem, 5G Ready AER2200 routers.

**Benefits** — The organization's Managed Services Provider (MSP) like Williams Trinity Group, uses Cradlepoint's cloud-managed solutions to get new offices connected to the Internet and corporate network immediately — keeping opening day deadlines fulfilled and the bottom line protected.

## Background and Challenges

Many offices have everything from PCs, VoIP Phone Service, Point-of-Sale devices, and other cloud based applications that require connectivity.

Because of the need to set up network access immediately, even amid several key challenges — and they began considering cloud-managed cellular broadband connectivity.

### **Lengthy Wait Time for Fiber Lines**

With strict deadlines in place and revenue at stake, businesses can't afford to wait around for fiber lines to be provisioned.

One business is quoted saying "because of our aggressive schedule for opening new offices, we often can't get hardwire connectivity within the timeframe we need," said the senior IT manager for a nationwide dental care provider.

Patient appointments for these dental branches are booked months in advance, which means the IT team absolutely cannot allow opening day to be delayed.

"Without consistent connectivity, our dental offices essentially can't do anything," the senior IT manager said.

### **Security Risks of Highly Sensitive Patient Data**

Like any business, organizations are tasked with protecting highly sensitive information. More companies are also processing credit card transactions, so PCI DSS guidelines must be followed, too.

## Solution

Companies are implementing Cradlepoint's NetCloud Service for Branch, delivered through purpose-built 5G Ready SD-WAN routers with two LTE modems. The service includes routing, WAN link termination and traffic management, multi-WAN support, security, and cloud configuration and troubleshooting.

If you would like to learn how solutions like this can be achieved for your business, reach out to us at Williams Trinity Group today. We can configure, manage, deploy, support, as well as provide any hardware or software for all your technology needs. Williams Trinity Group can provide your business with Cellular Service from Verizon, AT&T, and T-Mobile.