

UNIFIED 4G LTE DATA/VOICE FAILOVER SOLUTIONS FOR BUSINESS CONTINUITY

When your business-critical applications rely on a connection to the Internet, even a short disruption in Internet service costs your company in lost revenue, customer dissatisfaction, and reduced productivity.

No single Wide Area Network (WAN) connection can deliver 100% uptime, so the question isn't whether your business will lose Internet connectivity, but rather how to protect your business from loss and disruption when it does happen.

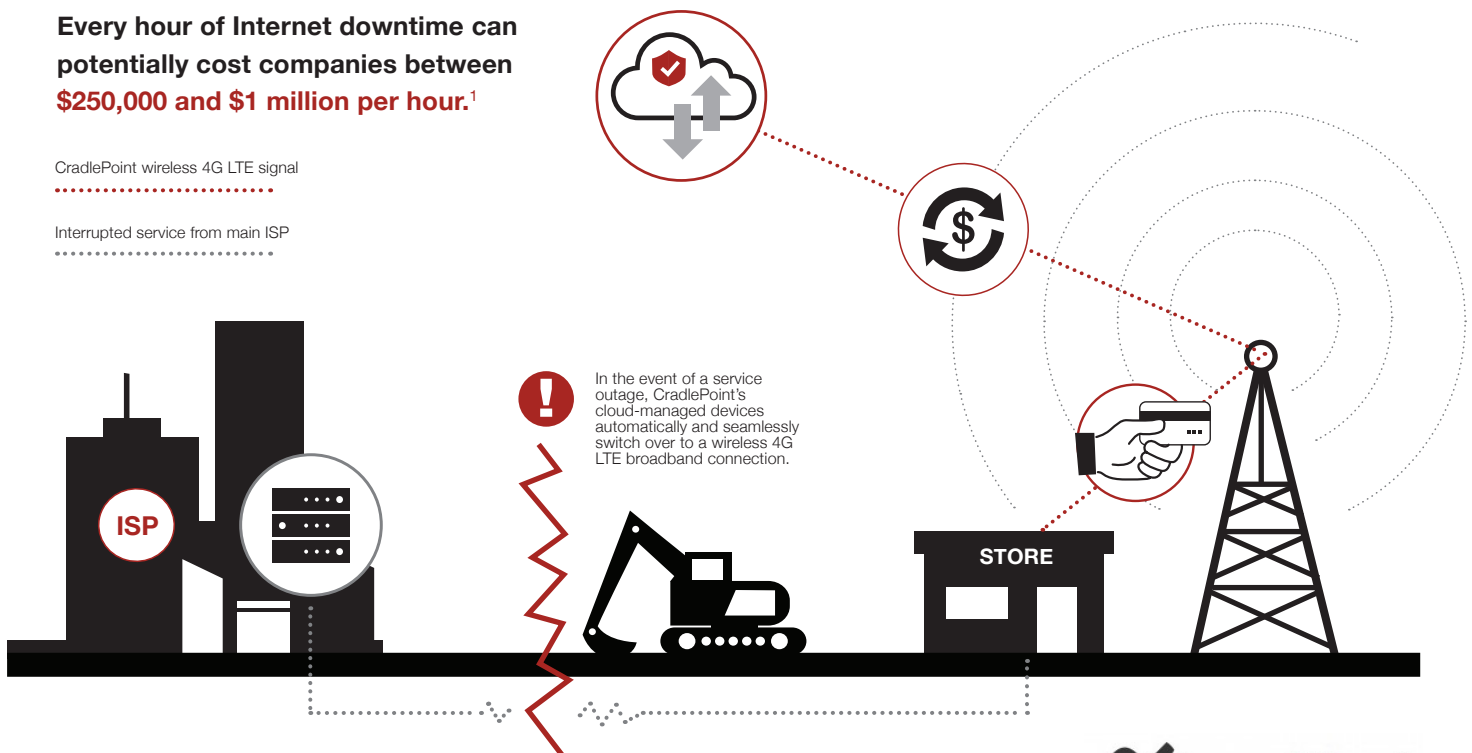
Solution: Unified 4G LTE Failover Solutions with CradlePoint™

In the event of a service outage, Unified's cloud-managed devices automatically and seamlessly switch to a wireless 4G LTE broadband connection. Any systems connected to the device continue to operate at broadband speeds, keeping your network humming and customers and employees happy. And unlike wired resiliency solutions, CradlePoint devices depend on a cellular signal that isn't subject to the sorts of physical disruptions that can knock out traditional cable, DSL, and T1 connectivity.

Every hour of Internet downtime can potentially cost companies between \$250,000 and \$1 million per hour.¹

CradlePoint wireless 4G LTE signal

Interrupted service from main ISP



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¹ Source: "Three Ways System Downtime Affects Companies and Four Methods to Minimize It." 2014. GlobalSCAPE, Inc.

CradlePoint's 4G LTE Failover Advantages

High Availability: CradlePoint offers solutions that balance the strengths of wired and wireless networks through WAN Diversity™—diversifying multiple WAN paths through 4G LTE, Ethernet, and WiFi as WAN all in one flexible, cost-effective device.

Enterprise-class security: CradlePoint's sophisticated security protocols are purpose-built for PCI Compliance, which is required for credit card processing applications.

Connected to the cloud: Today's businesses benefit from the advantages of virtualized and cloud-based enterprise services and applications, which require uninterrupted connectivity. CradlePoint solutions allow you to maximize the benefits of the cloud without losing your connection when you need it most.

Failover in Action

American Apparel Uses CradlePoint for High-Speed Backup

A clothing manufacturer and retailer with hundreds of stores worldwide, American Apparel has about 80% of its stores' operations reliant on a stable, fast Internet connection. If an Internet provider's physical line goes down, the store stands to lose functionality and sales; for every minute of Internet disruption, the company risks losing thousands of dollars.

American Apparel turned to CradlePoint to keep its international retail locations online through wireless 3G/4G broadband backup support. Using CradlePoint's cloud management solution, the company's IT department can identify whether devices are online and configure and upgrade routers automatically—all from one centralized dashboard. When a store's traditional Internet service is disrupted, devices connected to the CradlePoint router automatically connect to a cellular Internet signal, so the company doesn't have to worry about transaction delays or lost sales.

"If the Internet connection is down, our stores aren't able to perform many of their daily operations. With the CradlePoint [device], I can get the store up and operational within minutes."

*– Osvaldo Hurtado,
Director of Store IT Infrastructure*

Failover Solutions

As a cloud-managed solution, CradlePoint balances the strengths of wired and wireless networks through WAN Diversity™—the convergence of 4G LTE, Ethernet (DSL, Cable, T1, MetroE), and WiFi as WAN, all delivered through a single networking device.

Using dual modem technology, enterprises have the ability to:

- » Deploy multiple wireless backup connections to help you achieve 99.999% uptime
- » "Cut the wire" for combined high-speed 4G LTE networks from diverse carriers
- » Load balancing provides greater throughput for more users and demanding applications

CradlePoint is the global leader in cloud-managed 3G/4G networking solutions, providing business-grade, secure connectivity to distributed enterprises. CradlePoint was the first to pioneer and fully enable high-speed LTE in its solutions to maximize the potential of the cloud for businesses worldwide.

For more information contact:

