



PART OF **ERICSSON** 

# Cradlepoint

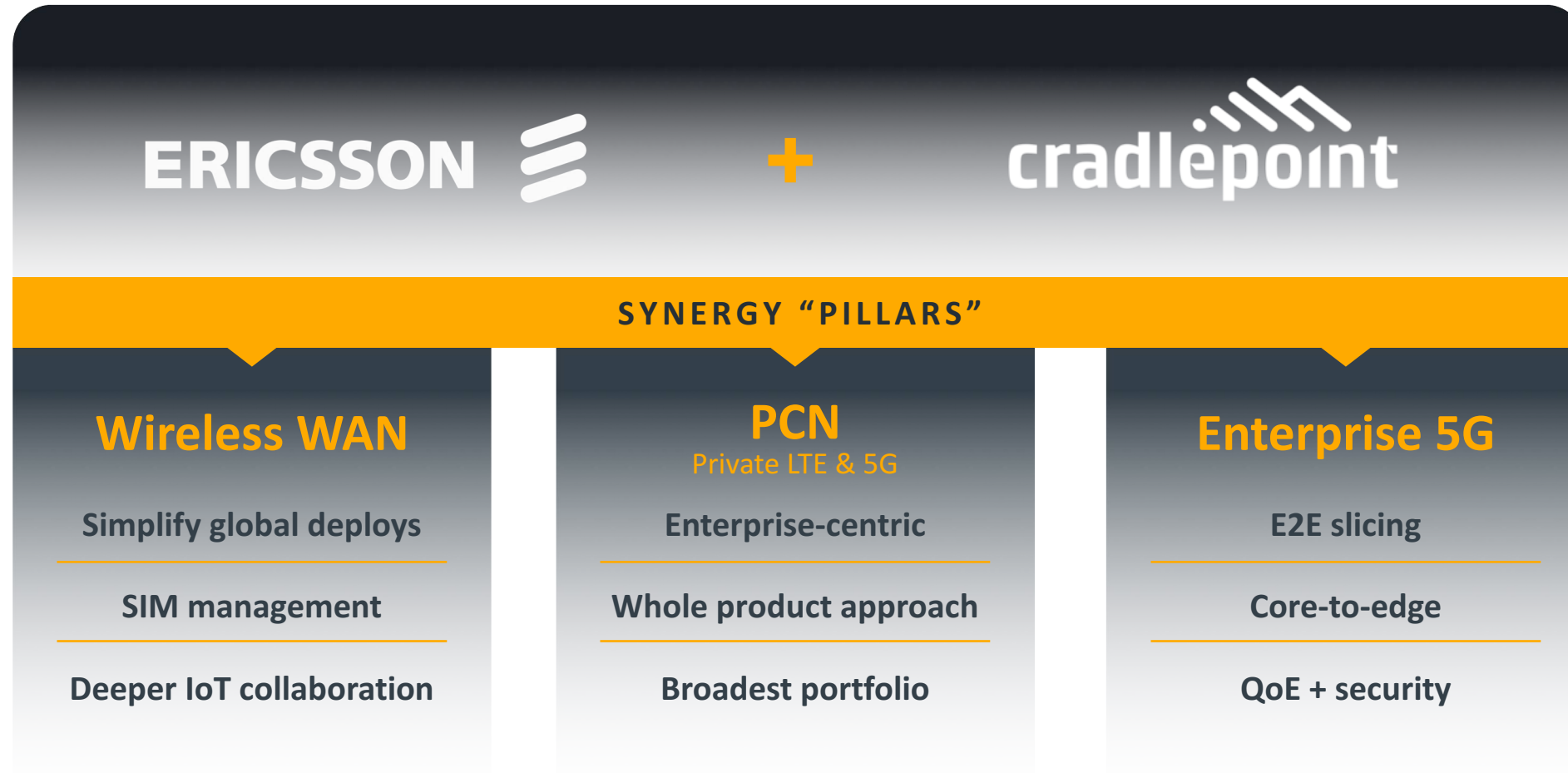
# We make 5G for Business Real

The Freedom to Connect Your Enterprise Anywhere

**Sascha Kremer**

Exec. Director - EMEA Carrier Operations

# Key Technology Synergies



# Worldwide Leader in Enterprise Wireless WAN

## Blue Chip Customer Base

28,000+ customers worldwide

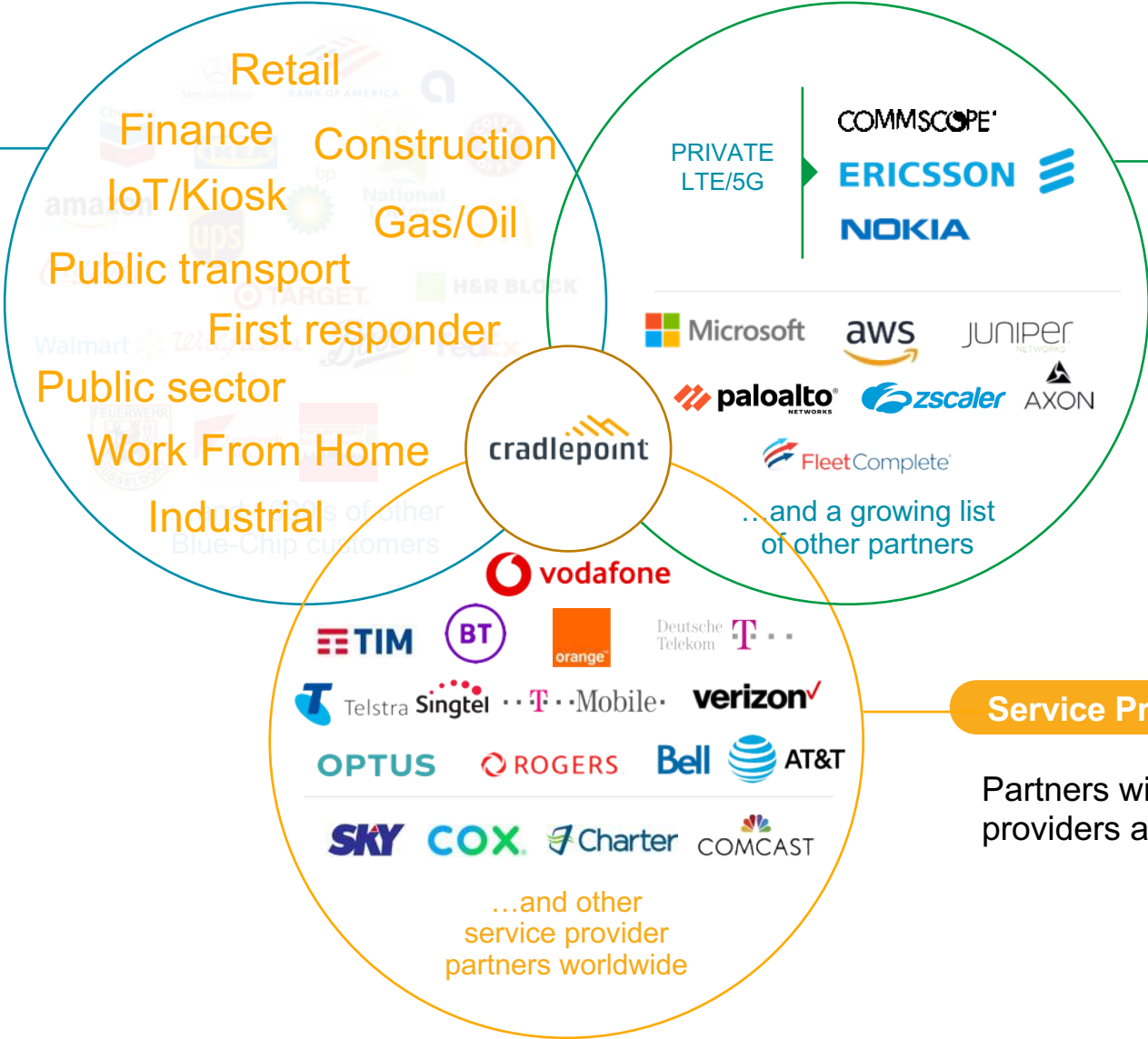
2.5M+ active subscriptions

4,500+ public safety agencies

75% of the world's top retailers

50% of Fortune 100

40% of Fortune 500



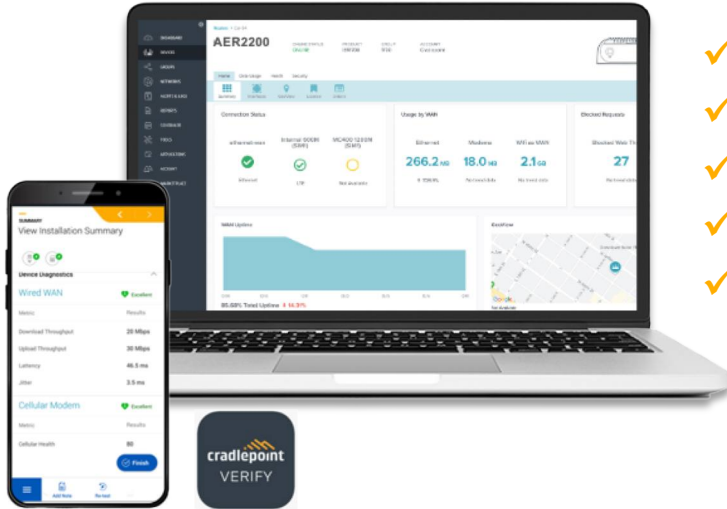
## Industry Partnerships

25+ industry awards

## Service Provider Partnerships

Partners with major service providers around the world

# Cradlepoint Solution



- ✓ Provision
- ✓ Control
- ✓ Monitor
- ✓ Analyze
- ✓ Integrate



Branch



Mobile



IoT



# The Cradlepoint NetCloud Solution



## Wireless SD-WAN All-in-One Branch Routers

- Complete lifecycle management
- WAN + Switch + WiFi + Modems
- Wireless-optimized SD-WAN
- Unified edge security
- IoT security and edge computing



## Fixed Site Resiliency Link & Router Failover

- Complete lifecycle management
- Failover for wired links to cellular
- Failover for routers using VRRP
- Remotable using ethernet
- Works in any SD-WAN environment



## In-Vehicle Networks Rugged Vehicle & Mobile Routers

- Complete lifecycle management
- WAN + Switch + WiFi + Modems
- Supports multiple LTE modems
- Ruggedized construction
- Precision GPS for telematics



## M2M/IoT Compact & Secure Routers

- Complete lifecycle management
- Compact form-factor
- Models with 2G fallback
- Device-to-cloud connectivity
- Best-in-class IoT network security

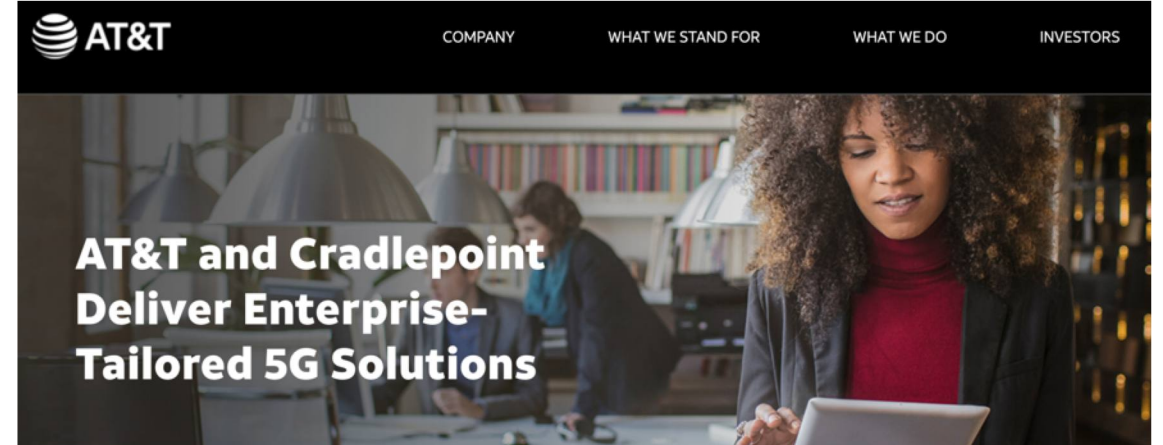
# Global CSP Partnerships



There are now 1 million Cradlepoint routers deployed at the edge of the Verizon network

By Catherine Sbeglia Nin January 13, 2022

5G Featured Network Infrastructure LTE Workforce



**AT&T and Cradlepoint Deliver Enterprise-Tailored 5G Solutions**

**AT&T and Cradlepoint Deliver One of the First and the Most Comprehensive Portfolio of Enterprise-Tailored 5G Solutions in the U.S.**

Rogers for Business First National Carrier to Launch a Managed Solution for Wireless Private Networks

March 25, 2021 • News Releases



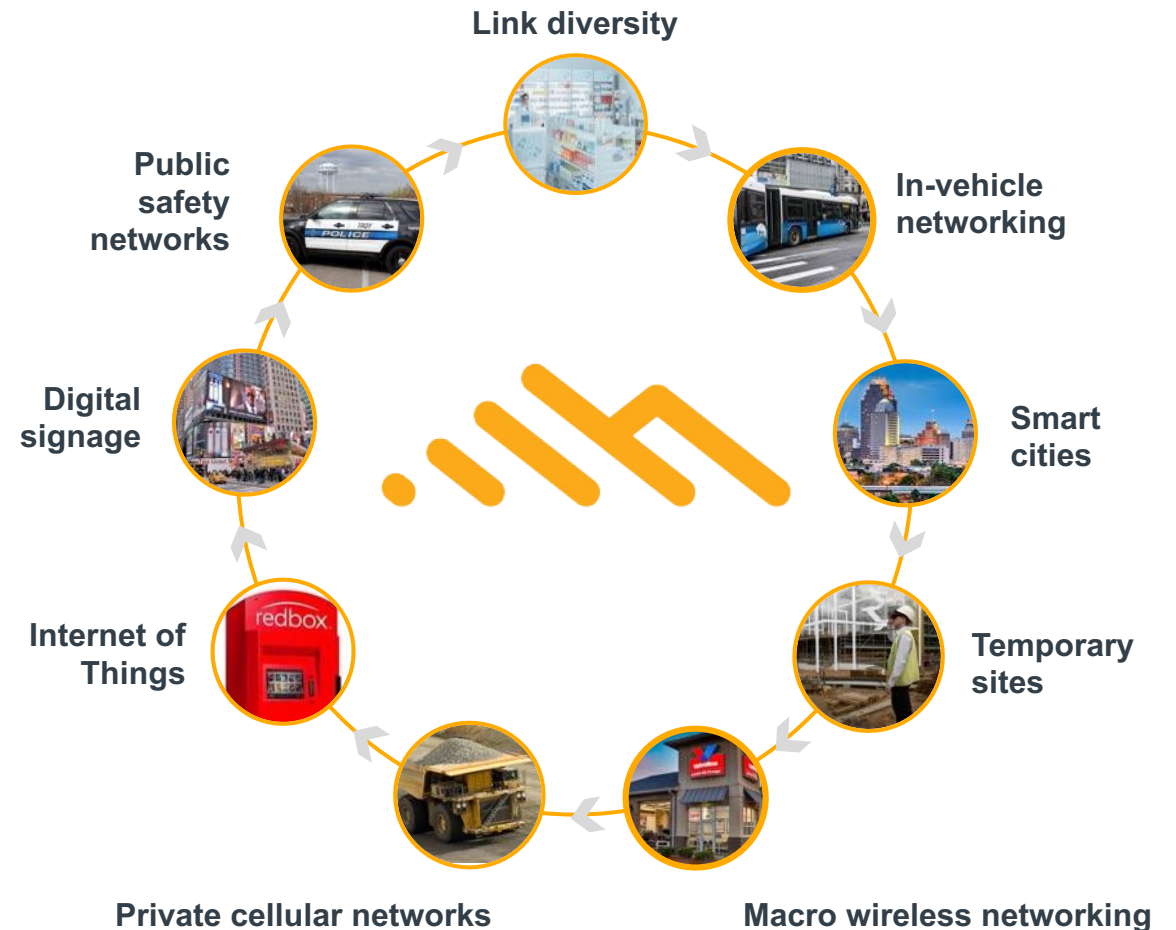
Solution available in 33 countries helping customers leverage 5G for better reliability and agility.



# Why Cradlepoint?

Partner Can Uniquely Address:

- Companies with locations in diverse geographies - some with multiple wired options, some with only cellular, some a single wired option only
- Companies with a mix of locations including fixed and temporary as well as broad adoption of IoT
- The full needs of companies requiring in-vehicle connectivity – fleets, transportation, public safety



# Use Cases

## In-Vehicle Networking

### Public transport, police, fleet, etc.

- A bus, ambulance or taxi is a branch office on wheels – 5G is mandatory!
- Multiple applications running on buses
- Passenger Wi-Fi top priority
- Safety, security and uptime critical



- Security/dash cam
- Ticket purchase
- Guest/driver WiFi
- Digital signage
- Sensor/actor (IoT)
- GPS positioning
- etc.

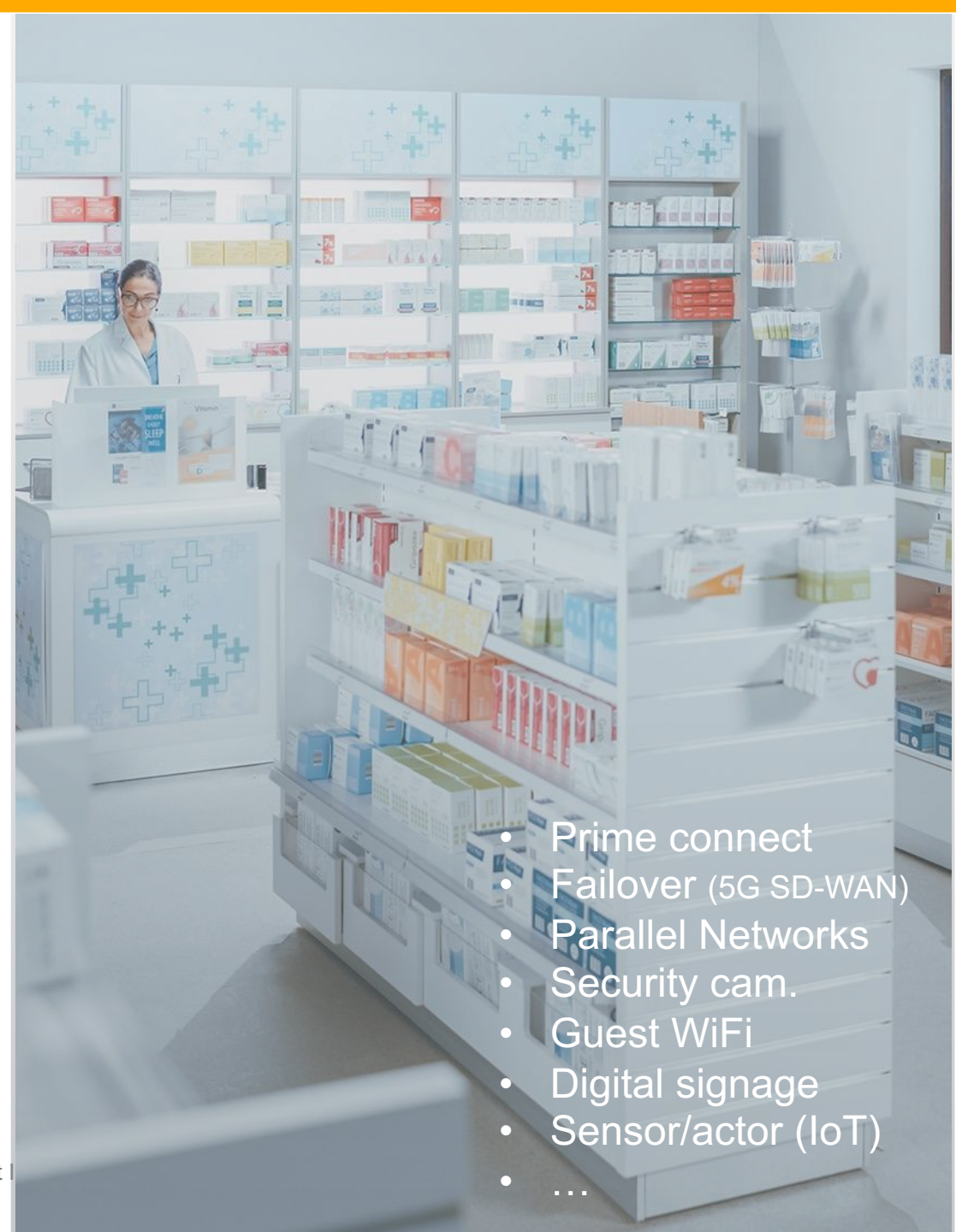


# Use Cases

## Day-1 Connection, Link Diversity

### Enterprise Business

- Drive customer satisfaction
  - 5G as redundancy for copper line
  - 5G as performance boost
- Accelerate short-term business
  - sell fiber now, deliver 5G in transition
- Monetization of 5G
  - 5G is a clear CSP differentiator



- Prime connect
- Failover (5G SD-WAN)
- Parallel Networks
- Security cam.
- Guest WiFi
- Digital signage
- Sensor/actor (IoT)
- ...

# Use Cases

## Private Networks

### Connected and Autonomous Heavy Equipment

- Monitoring transport of and systems on earth movers
- Initially single 5G router with dual radio
- Future autonomous driving
- Future dual 5G routers with VRRP
- Private 5G network

# Use Cases

## Industrial Revolution

### Construction

Holographic building visualization  
Customer satisfaction advantage

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Wide-area safety scanning  
Risk management advantage

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IoT structural sensing  
Customer acquisition advantage

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Real-time design display  
Cost savings advantage

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Large-site failover  
Business continuity advantage



# Why Cradlepoint?

## The Opportunity for Partner

**\$23B+ Fixed Wireless Access Market Opportunity by 2025\***



High growth market  
& industry leading  
solutions for branch,  
mobile & IoT



Cloud-based  
management  
platform with built-in  
Cellular Intelligence



Subscription model,  
High ARPU  
Low Churn  
No Subsidy



Solution sale &  
ecosystem pull through



Services rich  
opportunity

**End-to-end profitability**

\*5G Fixed Wireless Access Global Market Report 2021: COVID-19 Implications and Growth – ResearchAndMarkets.com (12/2/21)



# Supporting the 5G Wave of **Wireless WAN**