

# How LTE & 5G Enable Retail Transformation

With trends in customer service and safety, marketing, payments, and operations shifting all the time, the latest technologies for retail call for the best, most flexible connectivity solutions. Cradlepoint's NetCloud Service and wireless edge routers and adapters unlock the power of LTE and 5G to securely connect everything inside the store and far beyond.

**SOLUTION**

NetCloud Service ■ Wireless Edge Routers & Adapters ■ Network Management



### Nonstop Connectivity in Stores

Retail stores use Gigabit-Class LTE solutions to maintain secure network connectivity for POS and other omnichannel applications, even during wired WAN link outages. The speed of Gigabit-Class LTE rivals that of most wired broadband services, enabling organizations to configure most if not all applications to continue running even during failover.



### Customer Wi-Fi

An all-in-one LTE edge networking solution built for fixed locations allows retailers to easily add customer Wi-Fi at any time, and to use cloud-controlled content filtering to determine which sites can be visited and how long customers can use the service. It's also easy to isolate customer surfing on one Wi-Fi channel and employee traffic on another.



### Pop-Up Locations

LTE solutions for pop-up retail — everything from farmers markets to seasonal storefronts — provide instant WAN connectivity and Wi-Fi in places where wired links are either unavailable or unreliable. These solutions are secure, easy for anyone on your staff to deploy anywhere, and can be monitored and managed without sending IT professionals to each site.



### Store Within a Store

Retailers often have a presence inside larger stores and facilities, such as airports, but usually are required to bring their own network. The right all-in-one wireless edge solution can provide immediate LTE access — and a secure connection to the cloud — that keeps data completely separate from the host facility's network.



### IoT in Stores

The ability to gather, send, and analyze data at the edge of the network improves operational efficiency, sales, and customer service. An all-in-one wireless solution that supports Bluetooth can compile, send to the cloud, and/or make decisions based on information from sensors and other IoT devices. It also enables beaconing for proximity marketing based on actionable shopping data.



### Kiosks

Whether using kiosks to expand customer services or offer POS transactions, kiosks help retailers significantly broaden their reach. An LTE-based edge networking solution for IoT provides the connection flexibility, centralized management, and network security features necessary for these systems, which may need to be moved routinely.