Seminar Sessions Today

Network Solutions for Branch, Mobile and IoT
10:00am SGT

A full overview of how your business can benefit from cloud managed wireless networking solutions.

Ivan Landen
Chief Executive Officer, Blue Wireless

Pathway to 5G
11:00am SGT

cradlepoint

How will 5G change business networking and how you can get started with 5G-ready solutions today.

Gavin Wilson
Managing Director APAC, Cradlepoint Inc.

Retail & Branch Solutions
1:00 pm SGT

How to use 4G/LTE wireless solutions for connecting branches and retail outlets to reduce cost and increase business agility. We'll present case studies and best practices for retail connectivity.

Elvin Lim
Product Manager, Blue Wireless

Remote & Maritime Solutions
2:00 pm SGT

Poynting

Learn more about connecting remote locations and near-shore vessels using 4G/LTE. Including in-depth details on best of class antennas for long-range connectivity by Poynting.

Stephen Froneman
CEO, Poynting Antennas

SD-WAN & Advanced Routing
3:00 pm SGT

Learn more about Cradlepoint NetCloud to enable easy deployment and management advanced solutions, including SD-WAN, VPNs and advanced routing

John Hopping
Principal Architect APAC, Cradlepoint Inc.

Cradlepoint Partner Program
4:00 pm SGT

Specially for System Integrators (SI) and Service Providers - Lean how to enhancing your offering of wireless solutions by becoming a Cradlepoint Partner.

Chris Joseph
Channel Director, Australia, Cradlepoint Inc.

Chin Tat
Partner Manager, Go Wireless

cradlepoint

bluewireless

Seminar Sessions Today

Network Solutions for Branch, Mobile and IoT
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A full overview of how your business can benefit from cloud managed wireless networking solutions.

Ivan Landen
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[...] 5G

cradlepoint

...iness networking and ...with 5G-ready

...sibilities to businesses, from new applications to
...s and development [...] 5G while maintaining enterprise sta...
...grade [...] they need solutions built with...
...Cradlepoint Inc. ...ge solutions to fulfill busine...
...met in order for 5G edge platform that meets the e...
...se-class wireless WAN platform that meets the e...

Retail & Branch Solutions
1:00 pm SGT

How to use 4G/LTE wireless solutions for connecting branches and retail outlets to reduce cost and increase business agility. We'll present case studies and best practices for retail connectivity.

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...dvanced Routing

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Specially for System Integrators (SI) and Service Providers - Lean how to enhancing your offering of wireless solutions by becoming a Cradlepoint Partner.

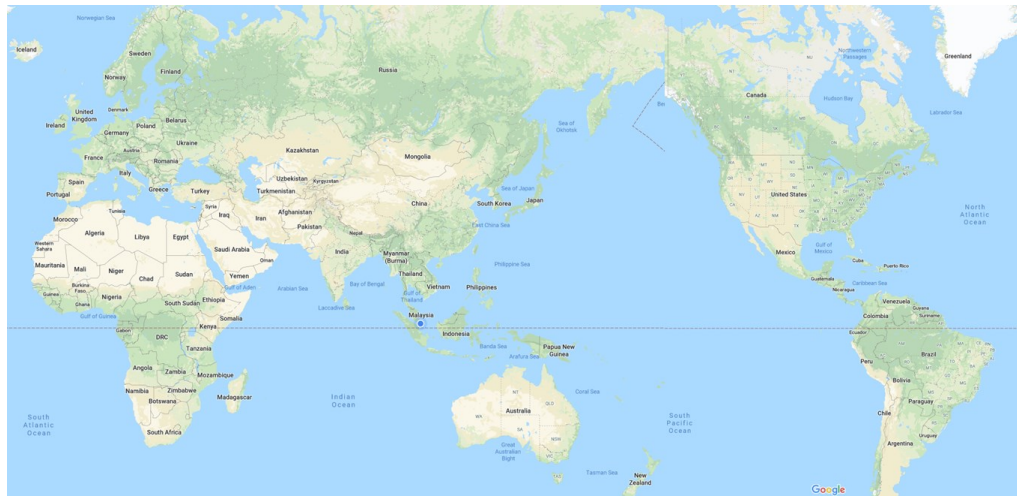**Chris Joseph**
Channel Director, Australia, Cradlepoint Inc.

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cradlepoint

bluewireless

Blue Wireless provides managed Cradlepoint Services globally

Equipment	4G Access	Field Services	Management
Cradlepoint	Antennas	WIFI	SIM Cards	Pool Data	Delivery	Installation	Support	Configuration	Helpdesk	SLA

cradlepoint — ELITE PARTNER 2020

- **Bundled Service offering:** Equipment, Data, Local Install and Management

- **Network Independent:** Leveraging local LTE networks

- **Designed for Enterprise:** Management in 50+ countries

- **Extensive Expertise:** 1,500++ installations completed

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Ahh, the good old days…

No rush for Connectivity

Delivery of Internet Connection can take weeks (or months)

Payments, approvals, delays for indoor wiring

Deploy expensive satellite

Trained IT Staff

Dedicated IT Staff on Site

Certified Cisco Engineers
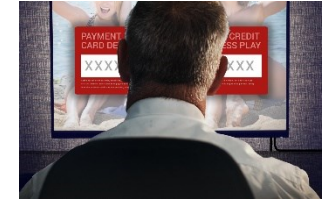
Command Line Configurations

Server Rooms

A single device for each network task (Routers, Switches, Firewalls, Wifi Controllers etc.)

Large Airconditioned Server Rooms…!

Few Controls

Staff can browse and download what they like

Bill shock on mobile connections

bluewireless

The Only Problem…

The Business is Impatient

Expect Fast Delivery

Temporary Sites, Events, Pop-up Stores

Connectivity is needed anytime, anywhere!

Dozens of Sites to Manage

Increasing number of sites

Impossible to travel to sites (Covid!)

Expensive engineers

Locations are Everywhere…

No Server Rooms, No Space

No Aircon or other Harsh conditions (energy, resources, plantations)

Connecting vessels, vehicles, kiosks, signage

Control is essential

Essential for Business continuity

Protect the business

Control on spending

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The corporate WAN continues to expand

| Corporate Sites | Branch Sites | Mobile Sites | Machines | Sensors |

Number of Devices & Locations →

Wired Connectivity →

Wireless Connectivity – 4G – LTE – 5G →

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The corporate WAN continues to expand

Corporate Sites   Branch Sites   Mobile Sites   Machines   Sensors

Complexity, Security, Usage →

Traditional WAN →

Perimeter Based, Cloud Managed →

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Cradlepoint Differentiators

Designed for Enterprise

Recognized by Gartner in the Magic Quadrant for Edge Equipment

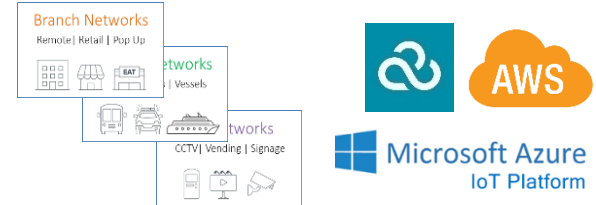Leading MNC customers use Cradlepoint

Wireless Leadership

Designed for a world which is Wireless and Dynamic.

Futureproof - First to market with 5G implementations

Branch and Beyond

Designed for the Edge, no matter where.

Truly integrates all parts of the corporate WAN

Unique IOT Capabilities

bluewireless

Cradlepoint solutions cover the full WAN spectrum

Branch   Mobile   IOT

CR4250	E300/3000	CBA850	IBR 1700	IBR 600
	AER2200	CBA550	IBR 900	IBR 200

5G Ready High Performance
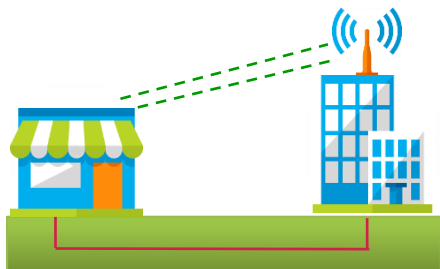SD-WAN

Access &
Failover

Ruggedized
& Versatile

Compact &
Cost-effective

cradlepoint
NetCloud™

bluewireless

Branch: Wireless if you can, wired if you Must

Retail &
Branch Solutions
1:00 pm SGT

How to use 4G/LTE wireless solutions for connecting
branches and retail outlets to reduce cost and increase
business agility. We'll present case studies and best
practices for retail connectivity.
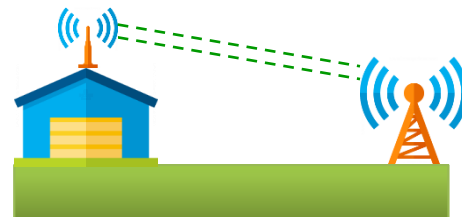
Elvin Lim
Product Manager, Blue Wireless
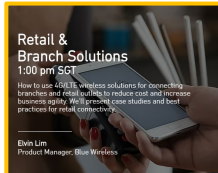
Retail and Branches

- Fast Delivery (5 vs 60 days)
- Lower Cost for Backup
- Less Intrusive (no wiring)
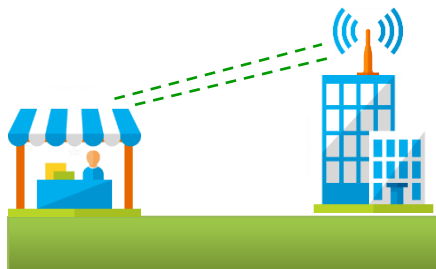
Pop Up Stores

- Flexible Deployment
- On Demand Connectivity
- Shared Data across estate

Construction & Remote

- Remote or Temporary Locations
- Much more Reliable (especially with earth works)
- Lower Cost than digging fibre

bluewireless

Customer Case: Retail Connectivity for Global Luxury Retailer

Situation

100% uptime is essential for retail

Lead times for wired connections are long, installation is intrusive

Second wired connection is expensive and often not truly resilient

Solution

Cradlepoint CBA850 with dual SIMs

Small design makes it can be placed anywhere in store

Can be used as quick deployment, primary or failover.

Works everywhere without wiring and waiting.

Result

Over **400** locations across AsiaPac delivered in less then 9 months

Significantly cheaper than second wired connection and truly diverse.

Consistent approach with central management reduces complexity

bluewireless

Customer Case: Flexible Connectivity for Global Logistics Leader

Situation

Connectivity essential for operations

Huge variety of locations, from large datacenters to small offices to 3rd party warehouses.

Wired connectivity can be challenging, due to delay, wiring issues etc.

Solution

Cradlepoint Units with local customization

Remote Site Connectivity
Including long-range antennas
Regular Backup Connectivity
Small and Simple
Rapid Rack Deployments
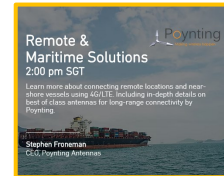Integrated in equipment stack

Result

Flexible connectivity solution which works across all countries in AsiaPac.

40 locations already served including Brunei, Malaysia, India, Australia, New Zealand, Indonesia etc.
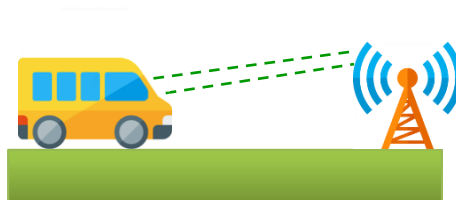
bluewireless

Mobile: Reliable Connectivity on the go

Remote &
Maritime Solutions
2:00 pm SGT

Learn more about connecting remote locations and near-shore vessels using 4G/LTE. Including in-depth details on best of class antennas for long-range connectivity by Poynting

Poynting

Stephen Froneman
CEO, Poynting Antennas
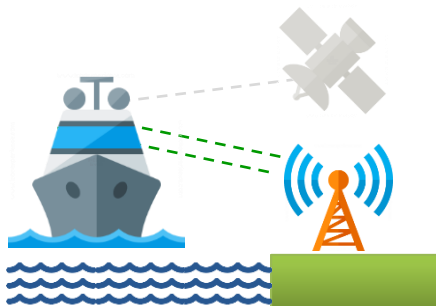
Maritime & Near Shore

- Lower Cost and Higher Speeds compared to satellite

- Fast & Easy Deployment

- Range of Use Cases (Crew, IOT, Corporate)

- Range of Vessels & Platforms

Passenger WIFI

- Buses, Trains etc.

- On Demand for Pop Ups

- Controlled (Web filtering)

First Responders

- Extreme High Reliability

- Enhanced Security

- Integrated with other systems

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Customer Case: Near Shore Connectivity for Maritime Operator

Situation

Maritime logistics services across Asia Pacific

Range of different vessels from large bulk carriers to small barges

Satellite communications expensive and not suitable for every vessel

Solution

IBR 900 (Dual Modem) with flexible SIMs

Rugged design ideal for shipping environment

Long-Range antennas for near shore connectivity
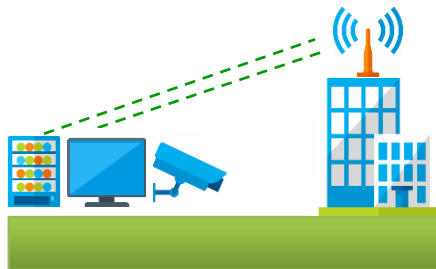
Load-balancing with Satellite Connectivity

Result

Low Cost solution for Near Shore connectivity

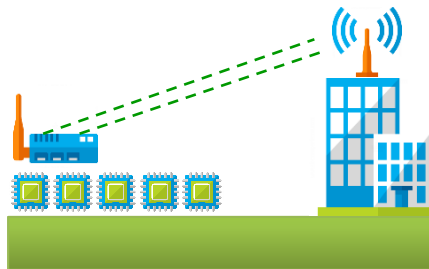Full remote control of connectivity options

Flexible global deployment based on business projects

bluewireless

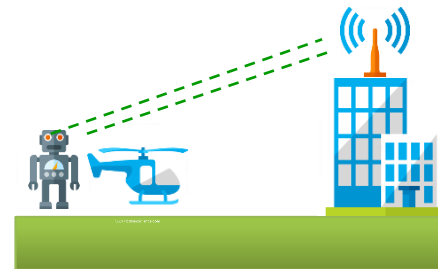# IOT: Enable the new wave of applications

Vending, Signage, CCTV

- Reliability & Uptime
- Security!
- Usage Cost Control
- Ease of management and deployment

IOT Gateways (Sensors)

- Instant connectivity (BYOC)
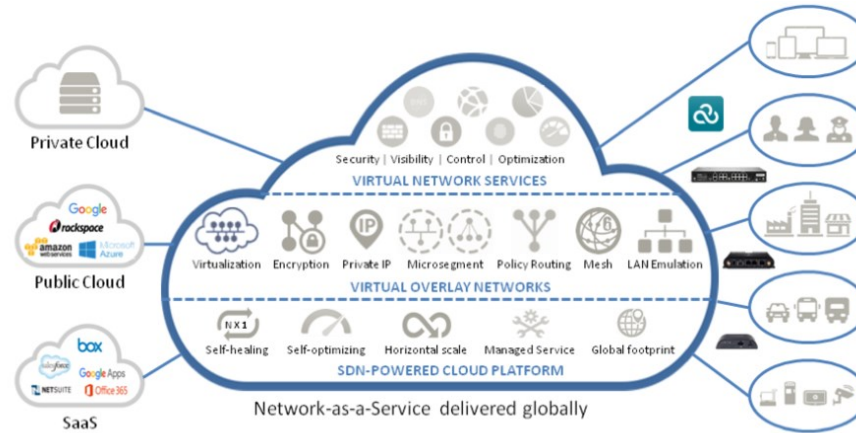- Plug & Play Solutions
- Reliability & Security

Robots, Drones and more!

- Connecting the future!
- 5G developments accelerating
- SDKs and API available

bluewireless

Introducing: Cradlepoint NetCloud

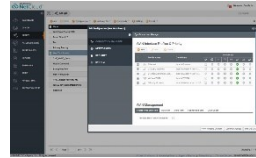# NetCloud makes Provisioning a Breeze

Provisioning

Securing
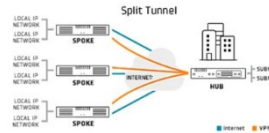
Controlling

Analysing

Going Beyond

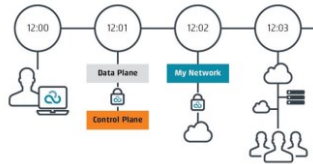**Zero Touch Deployment**

Group Configuration

Automatic OS Upgrades

Auto VPN

Setup VPN Connections in minutes

Range of Config Options

SD-WAN (Perimeter)

Secure Overlay VPN Across the WAN

Hide IP addressing

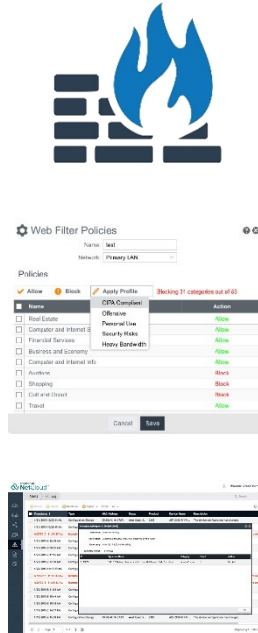bluewireless

NetCloud ensures Full Security for Private Networking

Provisioning

Securing

Controlling

Analysing

Going Beyond

Firewall

Standard Internet Device Security

Web Filtering

Active URL filtering of end-user web browsing

Reduces usage, exposure to malicious content

Live URL database, filter enforced on router

Fine-tune using black/white-list

Intrusion Protection

Cloud delivered Intrusion Protection System (IPS) and Intrusion Detection System (IDS)

Defends against evasion attacks, improve network availability, protect sensitive data.

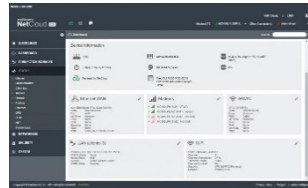bluewireless

NetCloud gives full control for Network Management

Provisioning

Securing

Controlling

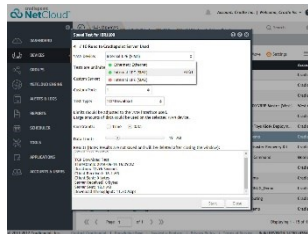**Analysing**

Going Beyond

Alarming & Reports

E-mail Alerts

Activity Logs

Detailed Reports

Incident Resolution

Remote Connect, Console

Speed test, Ping, Traceroute, Reboot etc.

bluewireless

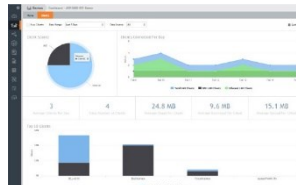# NetCloud gives Rich Traffic, User and Application Details

Provisioning

Securing

Controlling

Analysing

Going Beyond

Usage Analytics

Cellular Usage (no bill-shock!)
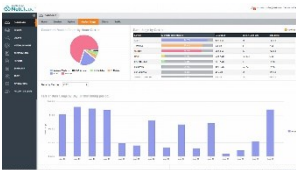
Across Pools, devices, groups, carriers etc.

No other 'SD-WAN' device can do this.

Client Analytics

Monitor and predict per user, group or router

Network planning and optimization

Traffic Analysis

Improve network management

Optimize Usage, QoS settings, Traffic Shaping

bluewireless

NetCloud enables Developments in IOT and beyond

Provisioning

Securing

Controlling
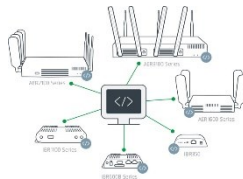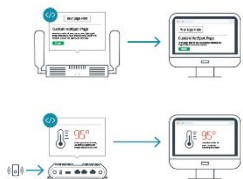
Analysing

Going Beyond

NetCloud Perimeter Client
Extend Secure Networking to Servers, Phones, Tablets, Computers etc.

Cradlepoint SDK
Develop applications directly on the Cradlepoint Device. Access OS and customize functionality

NetCloud API
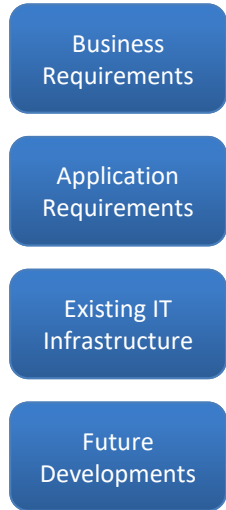Query NetCloud Platform for on-demand analytics to be used on own platforms

Designing & Deploying Cradlepoint Solutions

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Network Solution Design

Requirements

Business Requirements

Application Requirements

Existing IT Infrastructure

Future Developments

Design & Deployment

Select 4G/5G Access Options	Add Access Options	Select Site Equipment

Cradlepoint Solution (Model, License, NetCloud Setup)

Staging & Configuration	Shipping & Planning	Select Install Options

In Life Management

Cost Control

Incident Management

Inventory Management

Change Management

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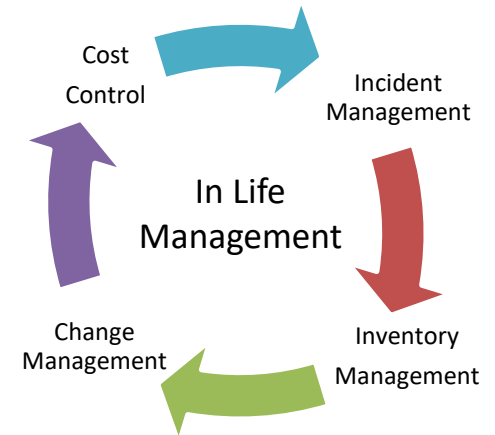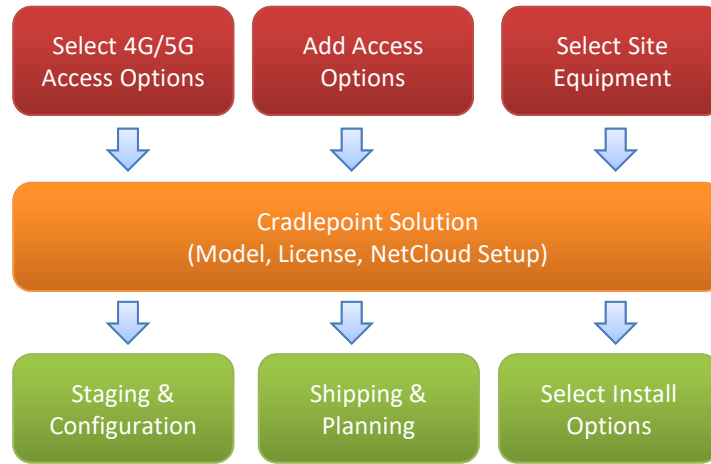
Which Access to use?

Fibre Broadband

Very cost-effective and Fast, but not always available, requires waiting and service is still prone to outages.

4G/LTE/5G

Viable access alternative up to 100Mbps, combining reliability, flexibility and lower cost for a range of uses.

Dedicated or Leased Line

Offer the highest service levels, but lead-times are long and cost can be high, especially for remote locations

Satellite

Alternative for remote locations where other services are not available. However, speeds are low, cost are high and service is difficult to install.
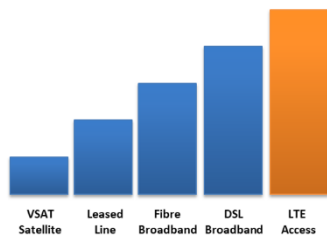
WIFI as WAN

Bonus!

Location offers (free) WIFI? Use it as your WAN connection!

Wi Fi

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How 4G/LTE Access Compares - 4 key IT criteria

Ease of Deployment

VSAT Satellite | Leased Line | Fibre Broadband | DSL Broadband | LTE Access

Compared to any other access option, LTE offers by far the easiest deployment of all, with on-demand access anywhere, no wiring, no waiting.

Maximum Speed

DSL Broadband | VSAT Satellite | LTE Access | Fibre Broadband | Leased Line
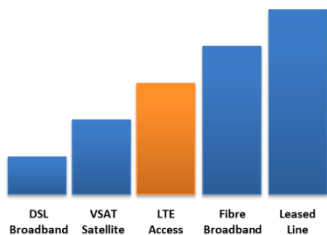
Speeds of LTE have been increasing drastically over the last 2 years, with LTE-A (600Mbps) available in most cities. Realistic access speed in most metro locations is now around 40-80Mbps

Reliability

DSL Broadband | Fibre Broadband | VSAT Satellite | LTE Access | Leased Line
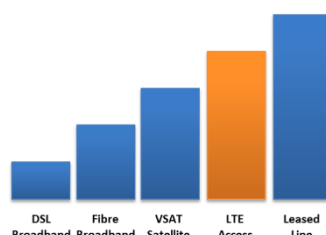
LTE reliability has improved significantly compared to early 3G days. Redundant nature of LTE with multiple towers make it more reliable than wired broadband which are prone to cuts or satellite which can be affected by weather.

Coverage
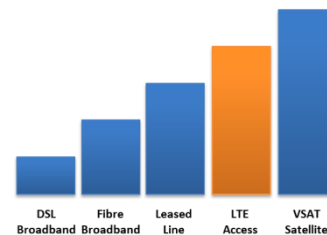
DSL Broadband | Fibre Broadband | Leased Line | LTE Access | VSAT Satellite

In Coverage, LTE access is also a clear winner, with covering much more area then wired lines and connecting sites up to 50Kms away from the nearest cell-tower.

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SIMs & Dataplans – Key Success Factors

Multiple Networks

Don't be stuck on one network!

Use Multiple SIMs from different networks for optimal connectivity

Local SIMs

Local SIMs are key

Local SIMs offer better performance (speed, latency) and lower price compared to roaming

Pool SIMs

Pool Data SIMs offer best commercials

Consumer Plans 🙊
M2M plans 💀
Unlimited Plans 💣

Technical Specifications

Enterprise Specifications!

Understand IP Addressing, NAT Translation, MTU

Control Panel

Cradlepoint NetCloud or SIM Portals

Ability to control and monitor usage, set alerts etc.

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What Antenna to use when?

Paddle

360
Indoor

Normal indoor use. Branches, Retail, Offices

Puck

360
Indoor/ Outdoor

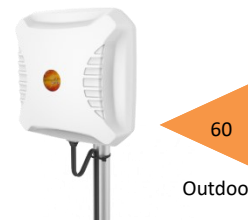IOT applications (Kiosks, Machines) or Vehicles

Omni

360
Outdoor

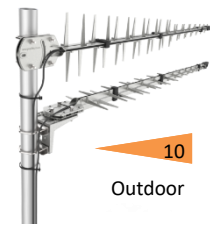Outdoor Maritime or Remote use (multiple towers)

Flat

60
Outdoor

Outdoor - Long Range Use (single tower)

Yagi

10
Outdoor

Outdoor – Long Range – Single Tower – Line of Sight

Longer Range

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On-Line Coverage Checks are essential

Same Location – 3 vastly different networks performances!

Network 1

Network 2

Network 3

On-Line Coverage Checks are standard for all deployments.

Input from coverage checks will be included in installation preparation

During on-site installation final determination will be made

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Our Field Services Best Practices

Site Installation

Local Site Surveys

Router Staging

Deliver Equipment

Routers and Antenna Install

Test & Turn Up

Signal Quality

Speed Tests

Configurations

Service Handover

Site Support

Replace Faulty Equipment

Provide Local Site Support

Provide arms and legs to central Blue Wireless operations team

Service Model

bluewireless
Alliance Partner

Local trained support staff in 58 countries.

Combine Blue Wireless best practices, combined with local expertise.

bluewireless

A full integrated Service Offering

Equipment
Cradlepoint I Antennas | WIFI

- Cradlepoint Devices and Licenses
- External Antennas (+ Cabling)
- Customer Devices (Routers, LAN etc.)
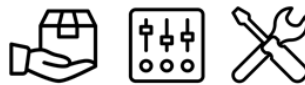
4G Access
SIM Cards | Pool Data

- Local 4G Data (Pool)
- Roaming 4G Data (Pool)
- Customer SIMs

Field Services
Delivery | Installation | Support

- Solution Design
- Staging, Configuration
- Project Implementation
- Desktop- or Site Survey
- Site Installation

Management
Configuration | Helpdesk | SLA

- 1st Level Helpdesk
- 2nd Level Tech Support
- Pro-Active Network Management
- Service Management: License, Usage, Exception Management

Managed Service

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Integrated approach offers key business benefits

Fast Deployment

Streamlined process delivers and installs service in 50+ countries within 5 working days.

Simple next day replacement on-site for any faulty devices (no cumbersome RMA process)

Higher Uptime

Guaranteed Uptime with Service Levels (SLA)

No need to manage multiple parties (Equipment, Data, Install, Management)

Quick resolution of incidents - No finger pointing

Lower Cost of Ownership

Cost optimization of Data SIM Cost (Local SIMs) Equipment & License Management

Economies of scale: Blue Wireless manages thousands of devices with 24/7 support

More Flexibility

Making changes is a breeze:

Central overview and management

Monthly Data Plans

Local Field Services to redeploy devices

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Getting started with Cradlepoint Solutions

bluewireless

20+ Cradlepoint Partners across Asia

Selecting a Cradlepoint Partner

Geography
Local, Regional, Global?

Expertise
Branch, Mobility, IOT?

Scope
DIY or Managed Service

Partner Level
Experience and Resources

Full list: www.gowireless.asia

Becoming a Cradlepoint Partner

Incredible Opportunity in Wireless WAN

Create your own solutions for specific your customer segments

Combine with 4/5G data, Fibre Services, Field Services to create Own Managed services

Enabled by distributor Go Wireless

www.gowireless.asia

Full Enablement & Certification

Thank You!

Your Questions Please

bluewireless

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Retail & Branch Solutions
[...] pm SGT

[...] to use 4G/LTE wireless solutions for connecting [...]ches and retail outlets to reduce cost and increase [...]ess agility. We'll present case studies and best [...]ices for retail connectivity.

[...] Lim
[...]uct Manager, Blue Wireless

Remote & Maritime Solutions
2:00 pm SGT

Learn more about connecting remote locations and near-shore vessels using 4G/LTE. Including in-depth details on best of class antennas for long-range connectivity by Poynting.

Stephen Froneman
CEO, Poynting Antennas

deployment and management advanced solutions, including SD-WAN, VPNs and advanced routing

John Hopping
Principal Architect APAC, Cradlepoint Inc.

Cradlepoint Partner Program
[...] pm SGT

[...]cially for System Integrators (SI) and Service Providers - Lean how to enhancing your offering of wireless solutions by becoming a Cradlepoint Partner.

Chris Joseph
Channel Director, Australia, Cradlepoint Inc.

Chin Tat
Partner Manager, Go Wireless

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bluewireless