Company Overview Presentation
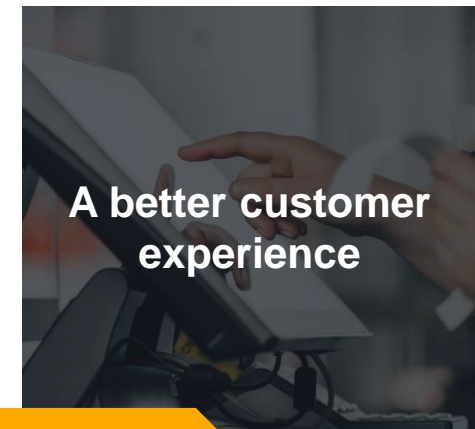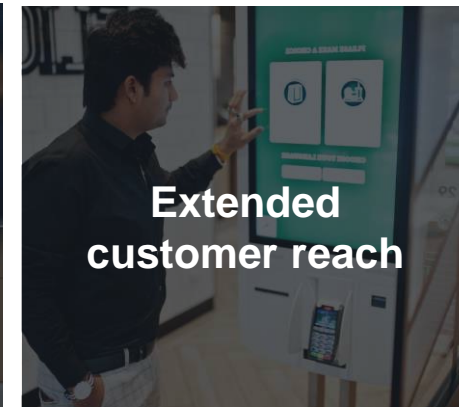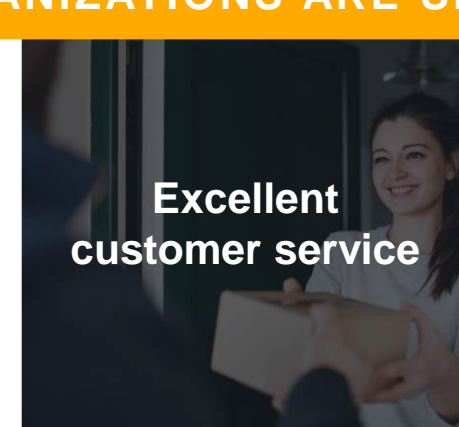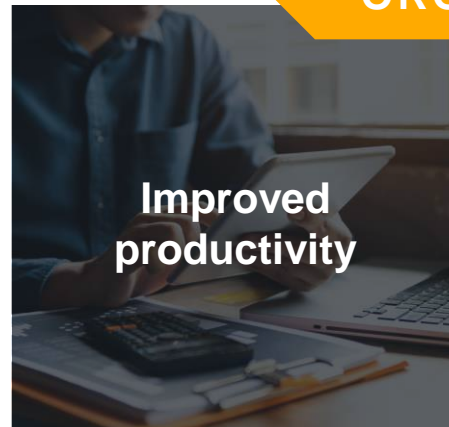
The Freedom to Connect Your Enterprise Anywhere

Organizations are **Transforming**

ORGANIZATIONS ARE SEEKING

Greater agility

Extended customer reach

A better customer experience

Improved productivity

Excellent customer service

Risk mitigation

82% | Offline organizations accelerated the pace of digital transformation due to the pandemic

Global Digital Transformation Survey Report 2021, Fujitsu Future Insights
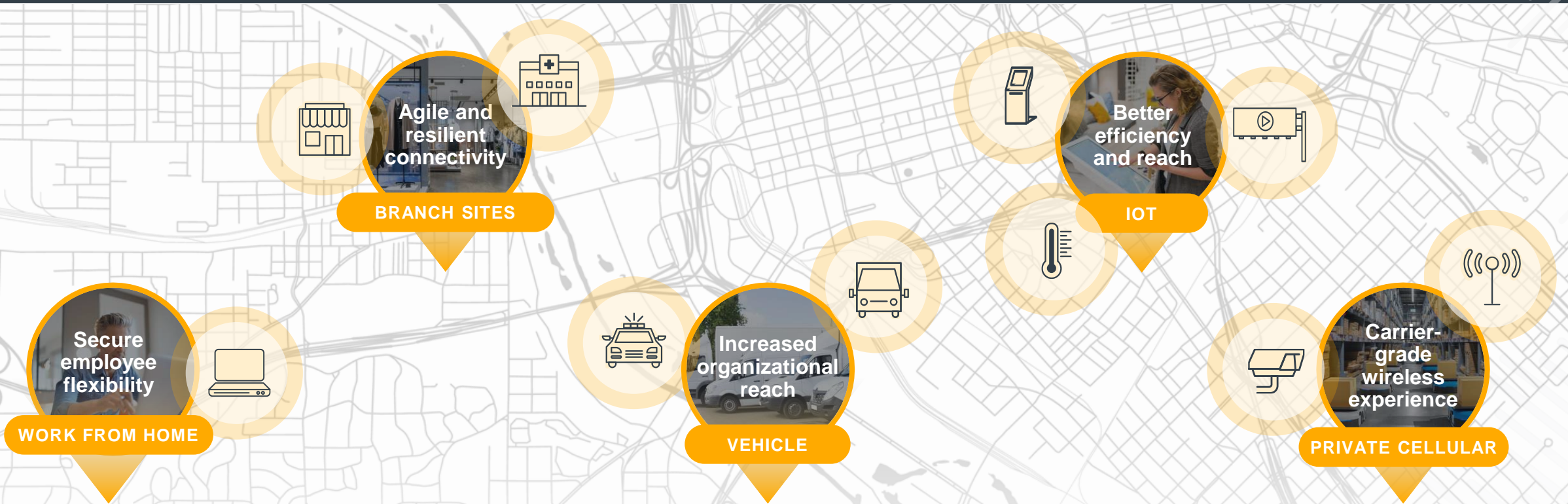
cradlepoint PART OF **ERICSSON**

Transformation is Restricted by Conventional Connectivity

❌ Limited reach to fixed sites in populated areas

❌ Slow deployment time (35 days average[1])

❌ Homogenous link redundancy (two wired links)

❌ Many situations where wires won't work

❌ Siloed and complex management platforms

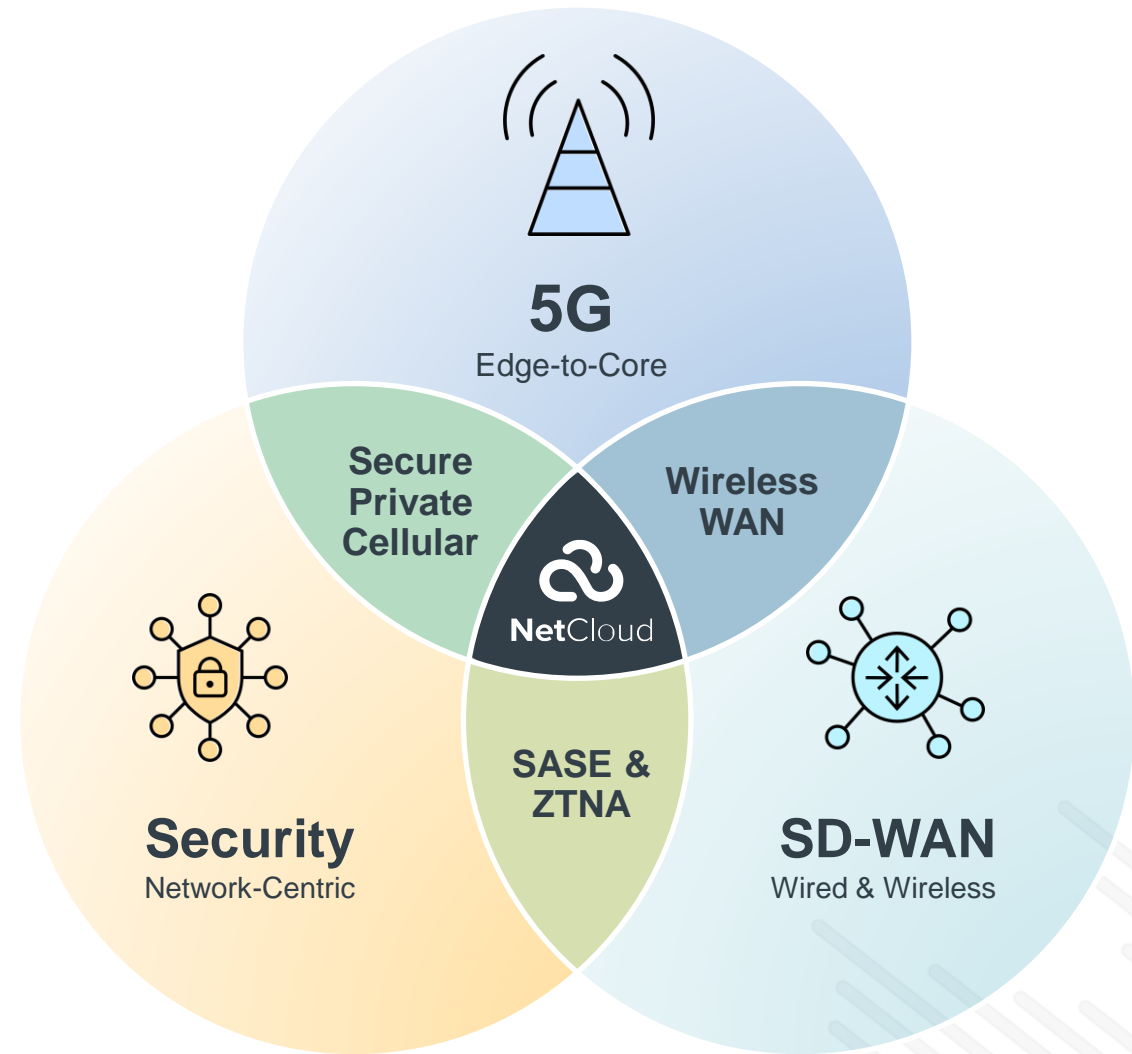**28%** | **Slower wired WAN growth rate compared to 4G/5G[2]**

[1]Nemertes, The Viability of a Wireless WAN for Business 2020; [2]2021 State of the WAN Report, IDG

cradlepoint PART OF **ERICSSON**

The Reach and Agility of a **Wireless WAN**

Agile and resilient connectivity

BRANCH SITES

Better efficiency and reach

IOT

Secure employee flexibility

WORK FROM HOME

Increased organizational reach

VEHICLE

Carrier-grade wireless experience
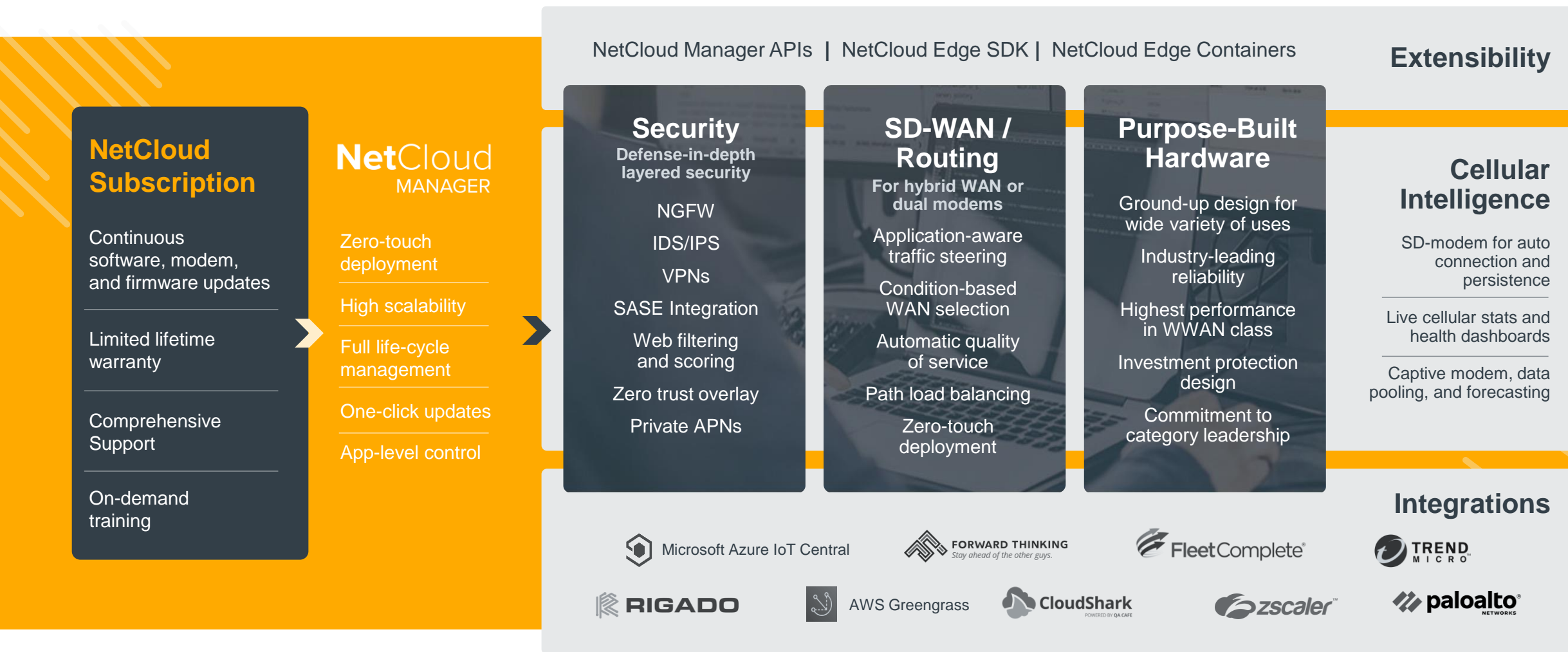
PRIVATE CELLULAR

- ✓ Extend customer reach
- ✓ Gain greater agility
- ✓ Mitigate downtime
- ✓ Cover the whole WAN edge
- ✓ Simplify management
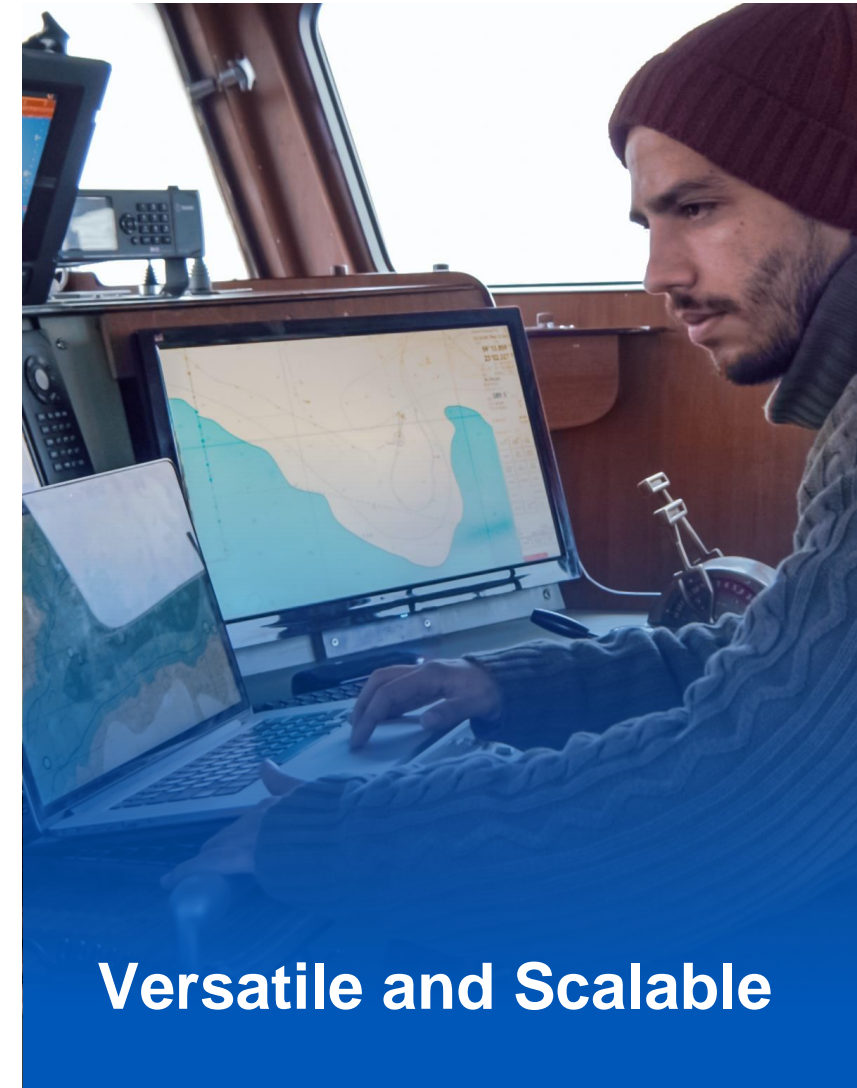- ✓ Increase scalability

Your WAN is converging.

Your solutions should as well.

5G
Edge-to-Core

Secure Private Cellular

Wireless WAN

NetCloud

Security
Network-Centric

SASE & ZTNA

SD-WAN
Wired & Wireless

cradlepoint

The NetCloud Service Architecture

NetCloud Manager APIs | NetCloud Edge SDK | NetCloud Edge Containers

Extensibility

NetCloud Subscription

Continuous software, modem, and firmware updates

Limited lifetime warranty

Comprehensive Support

On-demand training

NetCloud MANAGER

Zero-touch deployment

High scalability

Full life-cycle management

One-click updates

App-level control

Security
Defense-in-depth layered security

NGFW

IDS/IPS

VPNs

SASE Integration

Web filtering and scoring

Zero trust overlay

Private APNs

SD-WAN / Routing
For hybrid WAN or dual modems

Application-aware traffic steering

Condition-based WAN selection

Automatic quality of service

Path load balancing

Zero-touch deployment

Purpose-Built Hardware

Ground-up design for wide variety of uses

Industry-leading reliability

Highest performance in WWAN class

Investment protection design

Commitment to category leadership

Cellular Intelligence

SD-modem for auto connection and persistence

Live cellular stats and health dashboards

Captive modem, data pooling, and forecasting

Integrations

Microsoft Azure IoT Central

FORWARD THINKING
Stay ahead of the other guys.

FleetComplete

TREND MICRO

RIGADO

AWS Greengrass

CloudShark
POWERED BY QA CAFE

zscaler

paloalto NETWORKS

The Power of a Cradlepoint Wireless WAN

Secure and Reliable

Simple and Sophisticated
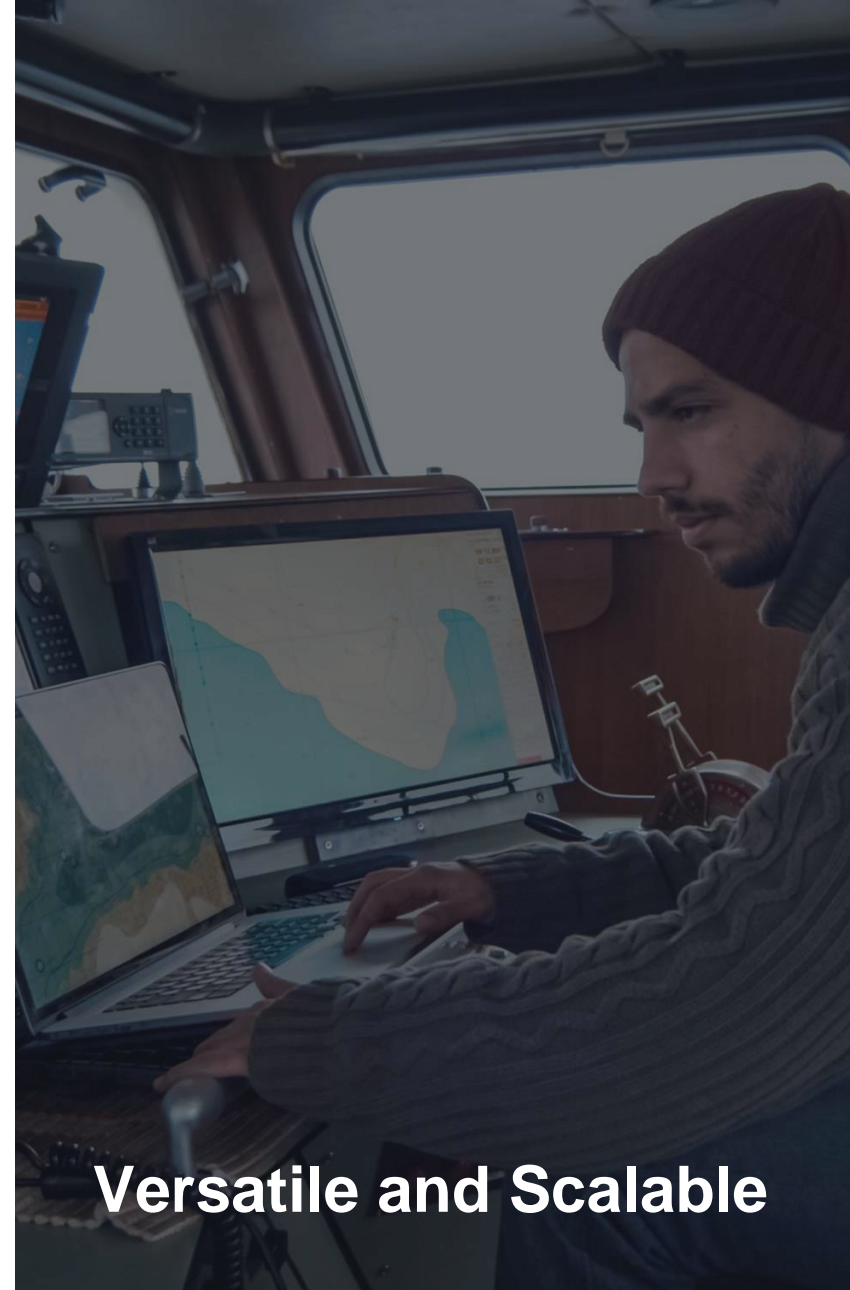
Versatile and Scalable

Comprehensive security

Seamless cellular resiliency

World-class support
and warranty

Secure and Reliable
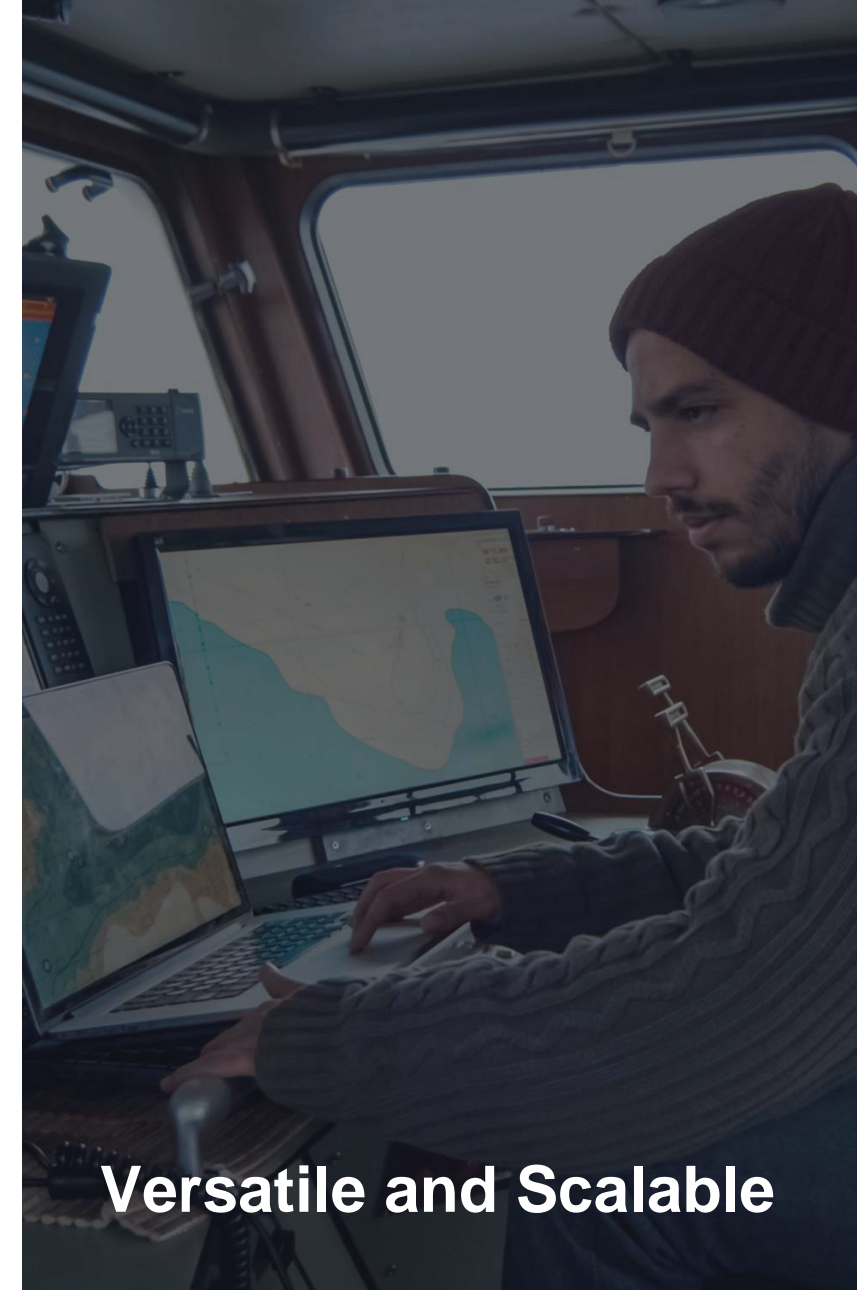
Simple and Sophisticated

Versatile and Scalable

Zero-touch deployment

Cloud-delivered, real-time
network visibility and control
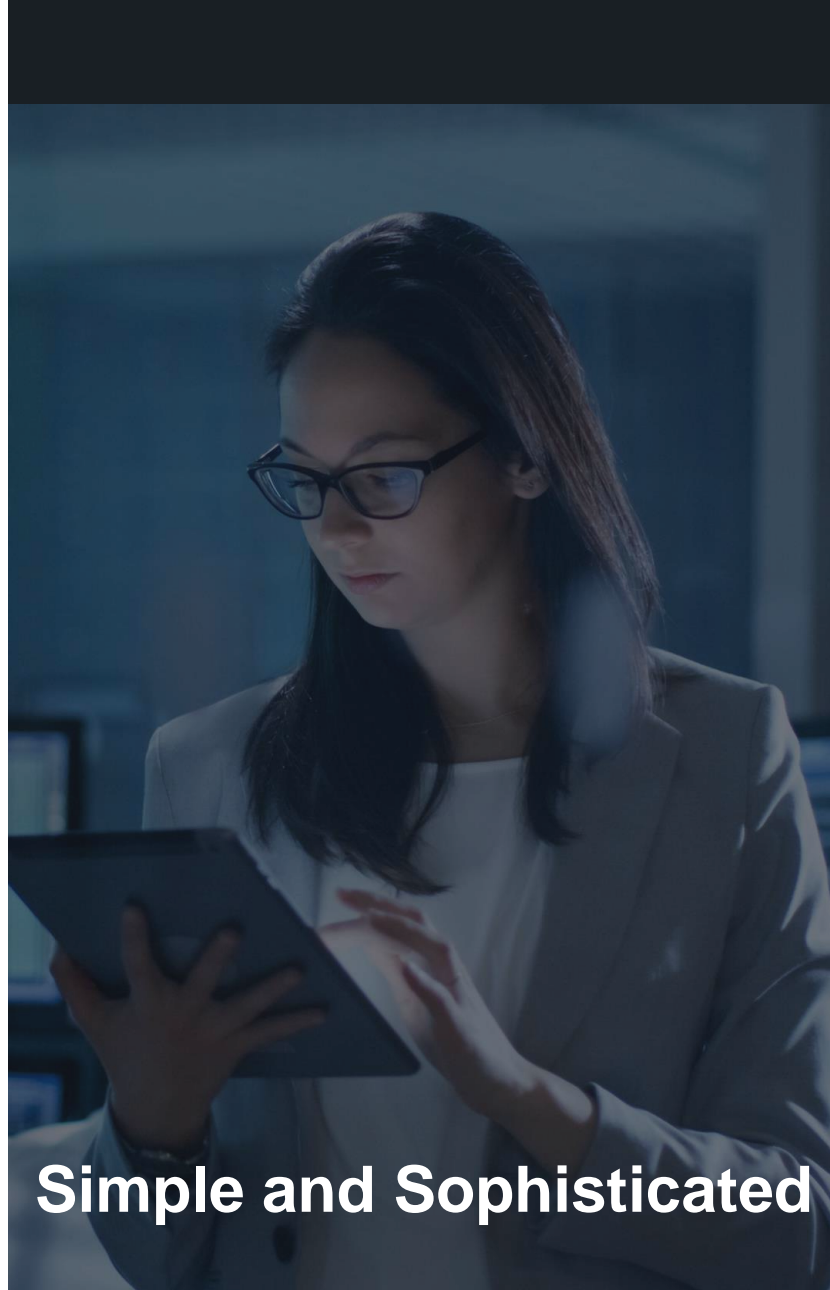
Modern interface suited
for lean IT organizations

Secure and Reliable

Simple and Sophisticated

Versatile and Scalable

cradlepoint PART OF **ERICSSON**

Secure and Reliable

Simple and Sophisticated

Comprehensive
edge coverage

Day-1 deployment

Scalable to
hundreds of thousands

Versatile and Scalable

Worldwide Leader in
Wireless WAN for Business

Ericsson accelerates 5G for Enterprise with acquisition of Cradlepoint

Cradlepoint Delivers Industry's First 5G Enterprise Router for the Wireless WAN Era

Cradlepoint First to Offer Comprehensive Portfolio of 5G Wireless Edge Solutions for Business

FOUNDED IN 2006
28,000+ active
customers in 50+ countries

2 million+
routers and adapters under subscription
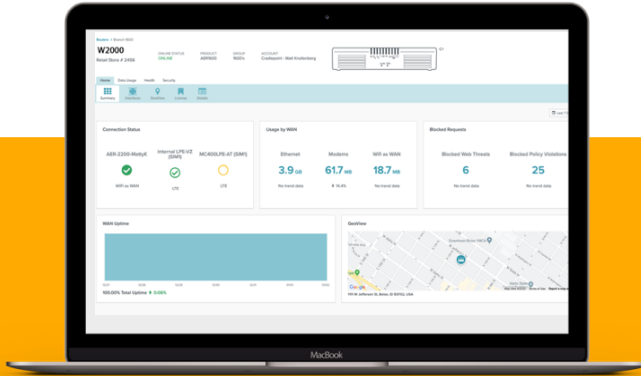
First to market
with 5G solutions for business

cradlepoint PART OF **ERICSSON** ⧉
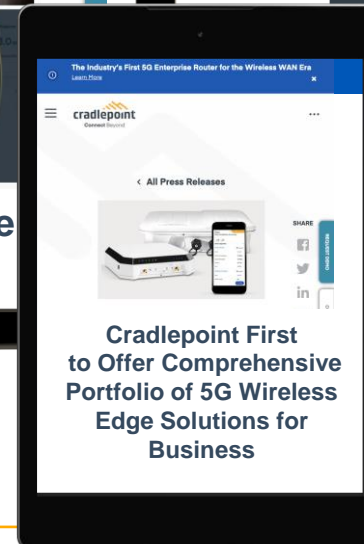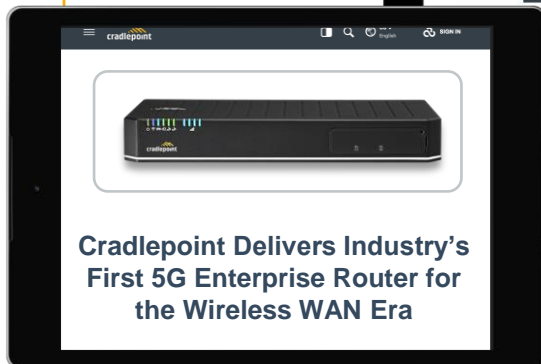
Top Reasons Organizations Choose Cradlepoint

Comprehensive **Wireless WAN** Solution

NetCloud

One solution for
the new WAN edge

Always on,
always up to date

Limited Lifetime Warranty

24x7 Global Support

On-Demand Training

DELIVERED AS A SUBSCRIPTION SERVICE

NetCloud Manager

Centralized, Cloud-Based Network Management

Increase IT agility

Zero-touch deployments

Bulk configurations, firmware, and modem updates

Simple customization and integration

Reduce risk

Data plan activation, tracking and adjustments

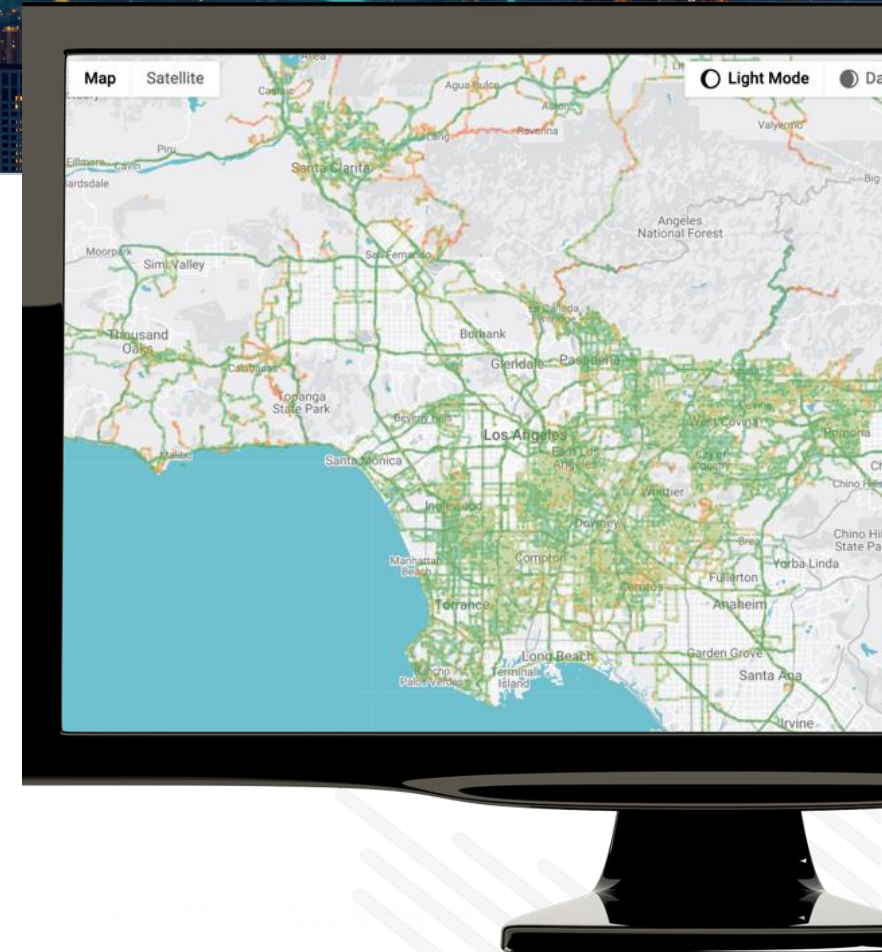Security provisioning, dashboards and analytics

Location tracking with coverage map

Improve QoE

Cellular intelligence built into everything we do

SD-WAN application-aware traffic steering and conditional WAN selection

Efficient troubleshooting tools with integration to third-party tools

Purpose-Built **Hardware**

The whole solution is designed from the ground up
For specific use cases and environments

Industry-leading hardware reliability
Resulting in ultra-low RMA rates

Highest performance in WWAN class
For robust security and edge compute services

Commitment to and history of surpassing noise and power certification requirements

Highly extensible
With GPIO, edge compute, and containers

Category leadership commitment
Have consistently set the bar for architecture and speeds

Investment protection
With modular modems, docks, and accessories

Full-Lifecycle Hardware Warranty

NetCloud service plans ensure warranty coverage through the life of the Cradlepoint device — all the way to the last date of support.

Enterprise Support for Customer Success

Focused Customer Satisfaction

AVG. CUSTOMER SATISFACTION

>9.6
Out of 10

Metrics-Driven Results

FIRST-TOUCH RESOLUTION

91%
Mean time to resolve: 3.5 days

Advanced Replacement

RMA PROCESSING

99%
Same ship day

Technical Experts

TEAM FOCUSED

PROBLEM SOLVING

"

The Cradlepoint Enterprise Support Team has played a crucial part in LACoFD's router configuration.
They have exceeded our expectations by accommodating a high level of reliability for our first responders. Cradlepoint understands that our first responders work 24x7, and LACoFD is confident in Cradlepoint's technical abilities to transition us to the next generation of technologies.

"

Customer Community

- Knowledge base
- Forums
- Online case management

Global Centers of Excellence

- Boise, ID
- Surrey, UK
- Melbourne, AU
- Available by chat, phone 24x7

Comprehensive On-Demand Learning

Customer/Partner curriculums

- Certifications
- Tutorials
- Courses

Find relevant trainings integrated through NetCloud Manager guides, help, and the customer community.

Cellular Intelligence is Built into Everything We Do

IT'S IN THE CONNECTIONS

SD-modem auto connection and persistence features connect devices faster and hold connections longer.

IT'S IN NETCLOUD INSIGHTS

Live stats, health dashboards, speed test history, and 5G breakouts optimize configuration and measure the value of 5G services.

IT'S IN TRAFFIC STEERING

Application-aware traffic steering and condition-based WAN selection to optimize quality of experience.

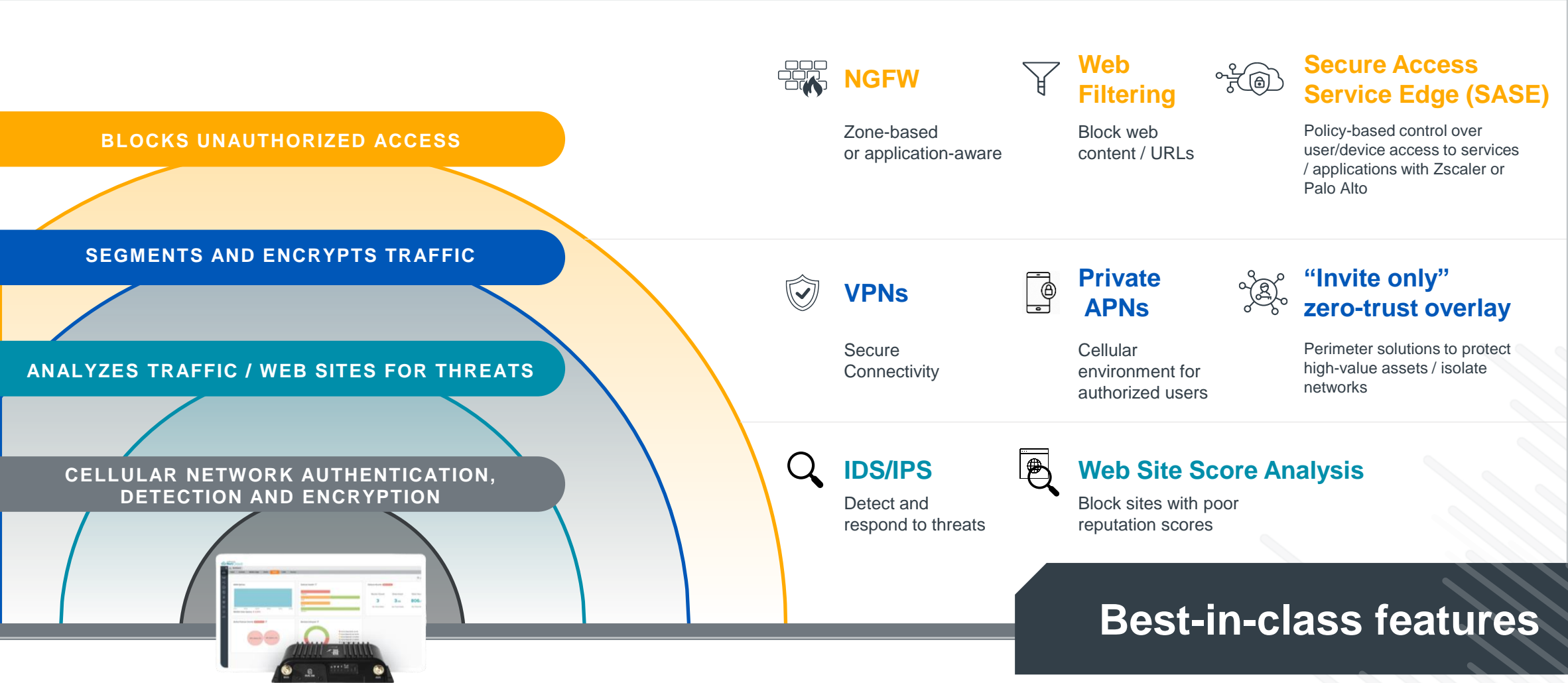**IT'S IN THE DATA PLANS**

Data plan analysis, pooling, and forecasting enable accurate cost containment and management.

IT'S IN THE MANAGEMENT PLANE

Stream Protocol, in-depth logging, and captive modem ensure efficient data usage, troubleshooting, and administration resources.

Defense-in-Depth Layered Security

BLOCKS UNAUTHORIZED ACCESS

SEGMENTS AND ENCRYPTS TRAFFIC

ANALYZES TRAFFIC / WEB SITES FOR THREATS

CELLULAR NETWORK AUTHENTICATION, DETECTION AND ENCRYPTION

NGFW

Zone-based
or application-aware

Web Filtering

Block web
content / URLs

Secure Access Service Edge (SASE)

Policy-based control over
user/device access to services
/ applications with Zscaler or
Palo Alto

VPNs

Secure
Connectivity

Private APNs

Cellular
environment for
authorized users

"Invite only" zero-trust overlay

Perimeter solutions to protect
high-value assets / isolate
networks

IDS/IPS

Detect and
respond to threats

Web Site Score Analysis

Block sites with poor
reputation scores

Best-in-class features

Native SD-WAN for a Hybrid WAN World
Across the Whole WAN Edge

FOR

Application-aware traffic steering	Reliable application performance
Condition-based WAN selection	Predictable WAN performance
Automatic quality of service	Optimal user experience
Path load balancing	Link utilization and uptime
Zero-touch deployment	Reduced attack surface
Cloud orchestration and control	Scalable management

INFO-TECH SD-WAN REPORT
(#1 Ranking Scores)

91%
Adaptive Traffic

89%
Flexible Deployment

92%
Ease of IT Administration

84%
Product Strategy & Rate of Improvement

Info-Tech Data Quadrant Report SD-WAN, May 2021

5G
Leadership

- Full range of cellular technologies
- Support for entire 5G spectrum
- Complete lifecycle management
- Carrier-class connectivity
- Intelligent hybrid WAN connectivity

First 5G Enterprise
Edge Solution

Frost & Sullivan
Industry's First 5G Enterprise Edge Solution

FROST & SULLIVAN

BEST

2020 PRACTICES

AWARD
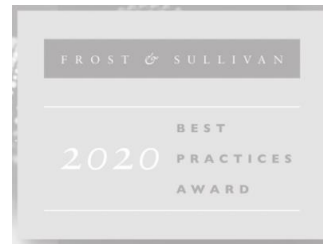
First Enterprise
5G Router

CRN Tech Innovator
E3000 5G Router

THE CHANNEL CO.

CRN.

TECH
INNOVATORS
FINALIST
2021

cradlepoint PART OF **ERICSSON**

Bringing Together Cellular Technology Leaders

CARRIER-FOCUSED

ENTERPRISE-FOCUSED

ERICSSON

+

cradlepoint

Leading the way in 5G infrastructure deployments

Industry's first '5G for Business' solutions

Cellular infrastructure

70% Of the world's top carriers

180 Countries around the world

2.5B Users from 2G to 5G

Cellular endpoints

28k Customers

4.5k Public safety agencies

2M Subscriptions

cradlepoint — PART OF **ERICSSON**

Meet the **Cradlepoint Hardware** Family
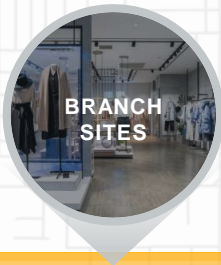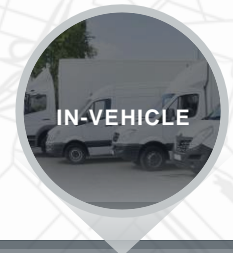
BRANCH SITES
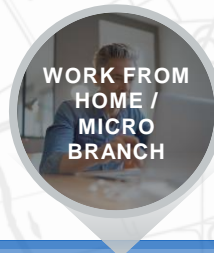
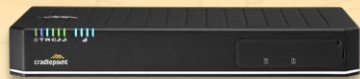**WORK FROM HOME / MICRO BRANCH**

PRIVATE CELLULAR NETWORKING

IOT

IN-VEHICLE

E3000 Series Enterprise Router (5G/4G)

E300 Series Enterprise Router

E100 Series Enterprise Router

R500-PLTE Series Ruggedized Router

IBR200 Series Router

IBR1700 Series Ruggedized Router

W4005 Series 5G Wideband Adapter
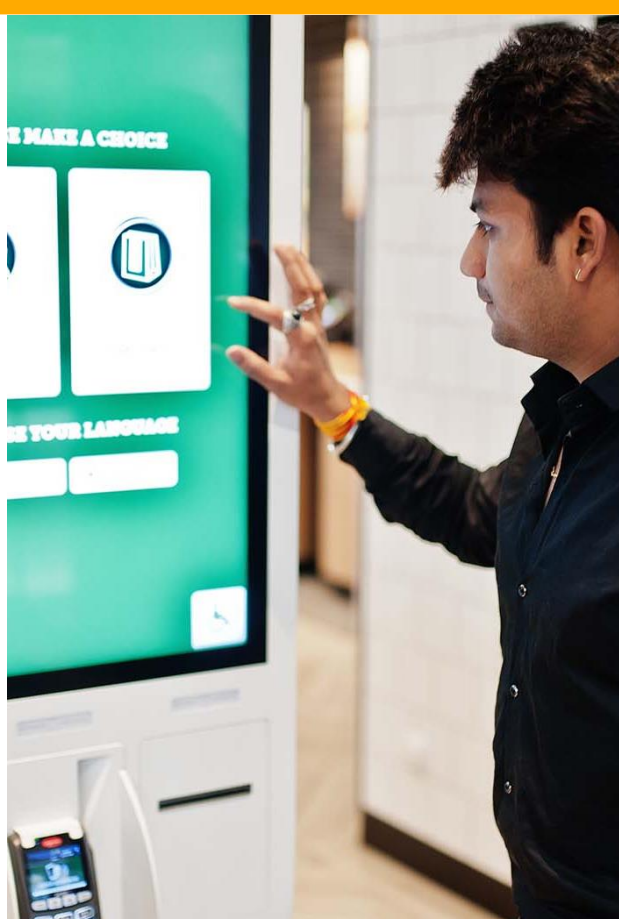
W2005 Series 5G Wideband Adapter

E102 Series Enterprise Router

IBR600C Series Ruggedized Router

R1900 Series 5G Ruggedized Router

W1850 Series 5G Wideband Adapter

L950 Series LTE Adapter

IBR900 Series Ruggedized Router

CBA550 Series LTE Adapter

cradlepoint PART OF **ERICSSON**

SITES

IOT

VEHICLES

REMOTE WORK

Explore solutions at cradlepoint.com