

Lumen and Cradlepoint can enable quick network deployment in retail distribution center

Bring new sites online fast with Cradlepoint routers and adapters



About the customer

- Global e-commerce retailer
- Multiple worldwide locations
- Fast-growing business
- Time to productivity critical in new sites

Challenges

- Day one connectivity (rapid deployment)
- Needed one-stop-shop service
- Lacked high-speed connectivity at new sites
- Required cost-effective solution across multiple sites
- Needed trusted supplier for fast execution, support

Solutions

- Cradlepoint suite of secure cloud managed solutions (e3000, e300, L950, and w1850)
- High available options
- Lumen Equipment Solutions

Results

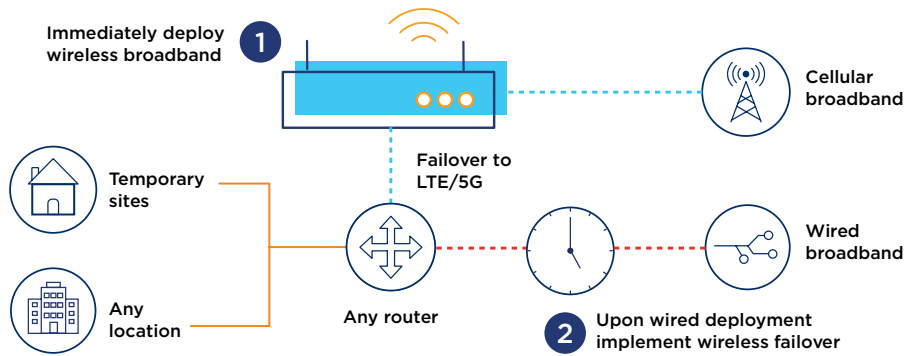
- Rapid deployment in distribution centers
- Maintained aggressive business growth
- Wi-Fi connectivity options
- Ensured Internet and application access

“Cradlepoint’s suite of holistic network solutions provides LUMEN customers day one connectivity to get business up and running immediately. Cradlepoint’s secure cloud-based management system provides flexibility to the IT department to ensure centralized management and advanced integration with carriers to deliver the best 5G / LTE connectivity.”

— Alan Scheik, Senior Partner Account Manager
for Cradlepoint



Day-one connectivity: Illustration



Challenge

Open new distribution sites fast

The retail industry is highly competitive and it's about more than just price. Customer service has more dimensions to address, especially for e-commerce vendors. The customer experience extends from the ease of shopping to fulfillment and delivery. Because of that, warehouse systems are as automated as possible, depending on networks to move large amounts of data around to track orders and inventory.

One large, global e-commerce vendor was still growing rapidly despite its size. The company's ability to quickly bring new warehouse and distribution centers online was a competitive advantage.

In-facility networks had to be easily installed and managed to keep pace with the growth demands. Equipment had to be cost-effective and well supported by a trusted partner.



Solution

Lumen quickly deploys Cradlepoint Adapters to drive growth

Lumen works with this customer on many aspects of its business. Lumen Equipment Solutions installed Cradlepoint Adapter W1850-5G in each location. The units are configured to select the best connectivity pathway when primary network connections are disrupted. The adapters deploy Wi-Fi capability and are specifically geared to use 5G cellular infrastructure in the event of disruptions, defaulting to other LTE services elsewhere.

Lumen's ability to act as a one-stop shop for equipment and services makes deployments easier for the customer. As partners, Lumen and Cradlepoint worked together to configure the adapter units in the facilities. Lumen provides ongoing maintenance and support.

Lumen Solution Set

- Lumen Equipment Solutions
- Cradlepoint Adapter W1850-5G

Results

Rapid facility deployments and new management features

The Cradlepoint adapters provide the Wi-Fi capability each facility needs. In addition, warehouse managers can access advanced analytics such as the unit's Out of Band Management facility that ensures access to all network components.

This large e-commerce retailer can now bring new facilities online fast to keep its growth trajectory on track. They will be able to serve customers better and faster than competitors, even under adverse conditions.

