

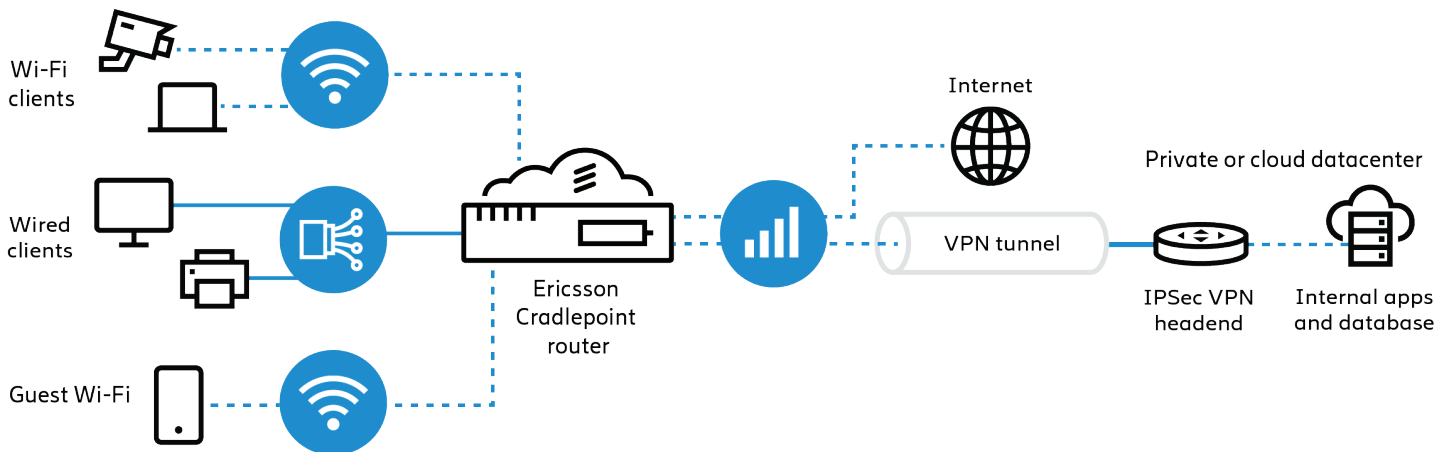
Pop-up connectivity for temporary locations

Challenge

Pop-up locations allow organizations to serve customers and do business in innovative new ways ranging from seasonal stores and tax prep offices to election polling places and emergency response tents. However, often wired connectivity either isn't available or is too expensive for pop-up situations.

Solution

Use Ericsson's enterprise wireless solutions — including cellular routers with scalable security features such as zero trust networking and hybrid mesh firewall — to immediately set up cellular as the primary WAN link at a temporary location, especially where wired connectivity would be too expensive or provide spotty coverage.



Key factors for pop-up networks at temporary sites

On-demand connectivity and security anywhere

Organizations can instantly set up flexible, secure cellular WAN connectivity and cast Wi-Fi on the spot through plug-and-play cellular routers — without sending IT professionals on-site. The mobility of cellular allows businesses to move their pop-up solutions as needed, and scalable security features can be adjusted at any time.

Ensure predictable costs, no matter the area

Using cellular connectivity for pop-up networking standardizes temporary WAN costs across a country, with the ability to rely on one or two network operators instead of a different wired internet service provider in every city.

Zero-touch deployment with centralized management

Ericsson solutions include zero-touch deployment, as each router is registered in Ericsson NetCloud before being shipped. Organizations can get pop-up connectivity set up quickly and without sending an IT specialist on-site. Once deployed, monitoring and management of all connection and security configurations can be handled remotely through NetCloud Manager.