

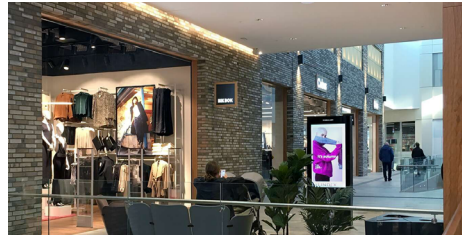
How 5G and LTE enable retail transformation

From the rise of Click and Collect to ever-evolving safety concerns, the retail landscape is constantly adapting to customer needs, marketing strategies, and payment trends. Keeping pace requires dynamic, secure connectivity for stores, IoT, and beyond.



Nonstop connectivity in stores

Retail stores leverage hybrid WAN solutions with zero trust security for reliable and flexible connectivity. This helps keep point of sale, Click and Collect, kiosks, customer Wi-Fi, and other applications online at all times.



Store within a store

Retailers within larger stores often need independent networks. Cellular solutions that feature zero trust security options provide instant cellular access, with data staying secure and completely separate from the host's network.



Day-1 connectivity

Businesses use cellular-enabled routers or adapters to connect immediately and meet opening day deadlines, regardless of fiber installation delays. In the long run, this provides flexibility to use cellular for primary connectivity, failover, or bandwidth augmentation.



Pop-up locations

Cellular 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. Easy to set up and manage remotely, they don't require dedicated IT staff on-site.



Security in stores

Whether it's security cameras, body-worn cameras, or facial recognition to identify known shoplifters, cellular solutions empower retailers to collect and analyse high volumes of video content in a manner that does not impact sales or customer services.



Private cellular in warehouses

Connectivity is difficult in warehouses, where Wi-Fi for wireless LAN can be spotty and efficiency is a must. Private cellular solutions provide reliability, control, and security — plus they can double as coverage extension of the public network.

Learn more at [cradlepoint.com](https://www.cradlepoint.com)