

Drive increased customer lifetime value with enterprise wireless managed service solutions

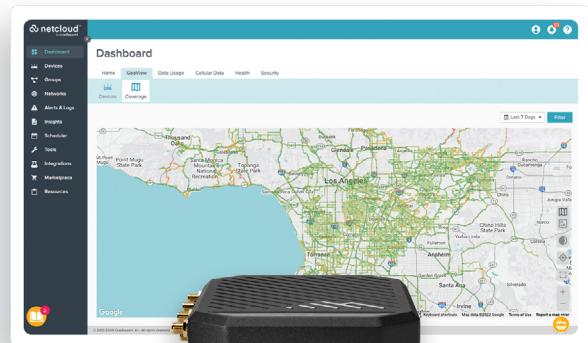
Ericsson Enterprise Wireless Solutions provides wireless edge solutions that enable managed service providers to unlock the power of 5G and LTE cellular networks to give their customers' WANs the boundless reach, nonstop reliability, and real-time agility needed to keep up with the demands of today's modern business. Connect fixed and temporary sites, vehicles, field forces, and IoT devices, anywhere. Simply. Securely. Wirelessly.

Ericsson NetCloud: Powering every solution

NetCloud is at the heart of everything we do — a subscription-based platform for wireless edge routers and adapters that delivers cloud-based management and control, software-defined networking technologies, enterprise-class routing and security, robust analytics and insights, and extensibility tools. One platform manages all endpoints, across multiple use cases, simplifying overall network administration.

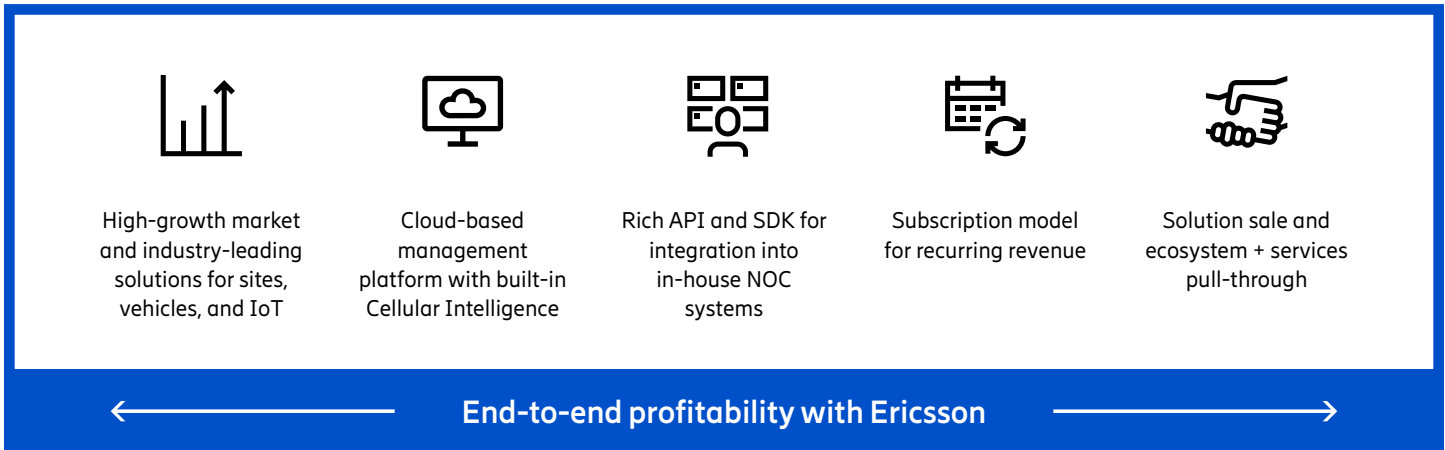
Ericsson Cradlepoint endpoints: Purpose-designed, purpose-built

A complete portfolio of enterprise-class 5G and 4G LTE wireless routers and wideband adapters designed for every use case. Ericsson Cradlepoint hybrid WAN solutions provide secure, constant connectivity for fixed and temporary locations, vehicles, and IoT.



The value of Ericsson as a managed service

The opportunity for service providers to drive increased customer lifetime value



Benefits for your business

1. **Increased revenue:** Achieve higher lifetime margin on core services, plus add additional revenue streams through value-added services.
2. **Recurring revenue:** More predictable and stable monthly revenue stream to more accurately project earnings and scale business.
3. **Cost savings:** With Wireless WAN there is no need to run expensive fiber cables to locations and you can provide day-1 connectivity.
4. **Turnkey solution:** Industry-leading Wireless WAN endpoints, cloud-based management platform, and seamless integration with existing systems from a single trusted supplier.
5. **Partner support:** Ericsson is here to support our partners every step of the way with comprehensive onboarding, go-to-market, training, and sales support.

Benefits for your customers

1. **Lower upfront cost:** High initial capital expenditure is replaced by monthly payments for bundled services and hardware.
2. **Zero touch deployment:** Pre-configured and remotely configured endpoints that enable plug-and-play connectivity upon installation.
3. **Day-1 connectivity:** Provide immediate network access without having to wait for traditional wireline fiber cable access.
4. **Augment lean IT:** allow your customers to rely on network experts and reallocate existing resources to growth areas of the business.
5. **Flexibility:** Enables scaling businesses to access their network from any location and move network endpoints as needed.

Solutions designed to enable organizations to connect people, places, and things

Wireless WANs (WWAN) solve multiple problems for business networks, create new opportunities, and lay the foundation for further digital transformation and innovation. Of course, WWAN isn't one size fits all. Ericsson's enterprise-grade WWAN solutions are simple to deploy and tailor-made for common challenges facing today's modern organizations.



All-in-one connectivity

Primary wireless access for store, office or employee work-from-home use cases that require dedicated routing and high availability, as well as security and centralized management across thousands of locations.



Ensure business continuity

Use 5G or 4G LTE connectivity for wireless failover to support sites that require critical network uptime and availability, seamlessly integrating into any existing SD-WAN infrastructure.



Day-1 connectivity

Out-of-the-box 5G or 4G LTE wireless connectivity when wirelines are unavailable or cost-prohibitive.



Store-in-a-store or temporary sites

Dependable and agile wireless networking for organizations that are required to bring their own network to a store-within-a-store or temporary site.



In-vehicle or mobile connectivity

The market leading all-in-one solution for first responders, delivery, and other mobile scenarios extending the network edge to wherever the work is done.



Internet of Things

One solution to view, manage and secure virtually anything that can connect to a gateway including cameras, sensors, and digital signage.



Private cellular networks

For locations that are not well supported by Wi-Fi or public cellular networks, Ericsson enables network operators to offer customers a private, scaled down version of a 5G or 4G LTE network.

How managed service providers win with us

Managed service providers expand market opportunities and increase overall customer lifetime value with industry-leading WWAN hardware, management software, and partner support.

01

Leverage market leading WWAN solutions and cloud-based management platform to offer managed WWAN in a monthly subscription model (OPEX).

02

Utilize APIs to seamlessly integrate NetCloud Manager with their existing NOC systems.

03

Provide additional value-added services to improve customer experience and increase customer lifetime value.

A WWAN platform with everything you need to run your managed services business

- **Zero-touch deployment:** Plug in and go with zero-touch deployment features that automatically connect, license, and configure — enabling instant setup of Wireless WAN edge solutions.
- **Policy-based control:** NetCloud makes it easy to configure networks that can route traffic based on bandwidth usage, application content, cellular data usage, or preferred link to maximize availability and uptime.
- **SD-WAN for wireless:** Ensure optimal application quality and availability with integrated SD-WAN that's deployed at scale with minimal disruption. Ericsson NetCloud SD-WAN is built for a wireless, cloud-first world.
- **Full-stack analytics:** Gain insight into applications, network health, and security data through rich analytics. Available in intuitive dashboards and through actionable alerts, this data gives organizations a full picture of their WWAN, applications, and network usage.
- **Mobile application:** Access a range of NetCloud management features from a phone or tablet. An intuitive interface provides access to critical troubleshooting, security events, alerts, and reports — anywhere, anytime.
- **Full lifecycle management:** NetCloud simplifies network management by making it easy to understand and apply licenses, identify and push out software updates, upgrade software feature sets, access education tools, and connect with other customers.

We're with you every step of the way

Integrated go-to-market strategy and sales enablement

Ericsson Enterprise Wireless Solutions has developed strategic partnerships with the largest service providers, network operators, distributors and channel partners to ensure a comprehensive go-to-market approach designed to seamlessly integrate with each partners strategy, operations, and business model.

Area	Go-to-market support		
Service Creation	● Architect service offerings	● Managed service offer support	● Collaborate on joint business plan
Service Enablement	● Develop portfolio augmentation strategies	● Collaborate on content development	● Develop and deliver training programs
Marketing Support	● Assist with messaging and positioning	● Co-develop content and communications	● Partner on joint go-to-market campaigns
Sales Engagement	● Channel alignment and coordination	● In-market direct field sales alignment	● Joint account planning and sales calls

Enterprise Wireless University: The enablement gateway to the world of enterprise WWAN

Enterprise Wireless University is a custom eLearning platform that provides knowledge, in-depth training, and best practices on how to sell, install, manage, configure, and monitor 4G and 5G wireless WAN environments. Interactive and on-demand, these recognized sales and technical network certifications enable managed service provider sales and technical teams to maximize opportunities and become the trusted WWAN advisers for their clients.



The Ericsson technology ecosystem

Our ecosystem of technology partnerships expand our customers' networking options for sites, vehicles, and IoT, and provide opportunities for our managed service partners. Each solution is integrated and tested with NetCloud Manager to ensure optimum performance and reliability.

- **Technology Alliance Partners (TAP):** Joint technology solutions based on NetCloud Extensibility Services, including API, SDK, Edge Connectors, Edge Containers, and Service Connectors. Available through select Ericsson and partner sales channels.
- **NetCloud Service Technology Embedded Partners (STEP):** Embedded technology solutions that provide an integrated and simple-to-use NetCloud experience.
- **Approved antenna partners:** Third-party antenna suppliers with products that meet our stringent compatibility and performance specifications.

For more information visit:

cradlepoint.com/partner-technology-solutions

Enable your managed services offering with Enterprise Wireless

Our WWAN solutions and cloud-based management platform provide a turnkey portfolio for partners to start up or enhance their managed services offering. And we help partners every step of the way with unmatched onboarding, training, sales, enablement, marketing and demand-gen support to effectively launch and scale managed service partners businesses.

For more information visit cradlepoint.com/partners