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BETTER CONNECTED

Cellular for Parallel Networking

In almost every industry technology has become a key business driver – enabling new revenue streams and adaptive business models, as well as streamlining operations. With this expansion has come a tipping point in pressure on enterprise networking, both in performance and information security.

Reaching the tipping point.

Technological development and adoption in business is driving demand for flexible connectivity. This puts the enterprise network under strain as bandwidth is taken up by non-integral applications, which could ultimately impact the performance of critical systems. In addition, as the edge of the network is expanded further and further, new security risks are being created:

- Third party companies are employed to manage new technologies on the enterprise's behalf
- Customers are given more access to the enterprise network through connected customer experiences

There are also a growing number of individuals ready to take advantage of these risks in order to target enterprises to breach their information security.

By 2016, 30% of advanced threats will target branch offices as the entry point – Gartner.

Branch office networks – be these in retail stores, restaurant locations, or bank branches – are some of the most vulnerable points to attack. It is in these locations though which new technologies are being seen, and whether it's digital signage, kiosks or so on, most of these technologies are typically run by a third party. These external providers require on-site internet access in order to remotely monitor and manage the machines, but opening up the locations' primary network can create an information security risk.

Other technologies which create a similar risk are customer-centric applications, such as guest WiFi, which open the network up to external users. Yet even with this security risk considered, organisations still need to invest in these new technologies to remain current and meet customer expectations.

Keeping the network up.

While protecting the network is important, so too is maintaining its overall performance. As new applications are brought into branch which demand higher bandwidth though, there is a risk of this interfering with critical applications such as Point of Sale. If these services become unavailable as a result, then the fallout can be huge. From lost revenue and customers, to

a damaged brand, the repercussions are costly so it is essential to keep the enterprise network online and performing.

Parallel networking using 4G LTE; a flexible, cost-effective connectivity solution.

Historically there has been no real solution to these potential security and performance problems besides investing in additional fixed lines – which can be very expensive and slow to implement. The widespread availability of 4G LTE however, is changing this.

With the connectivity infrastructure already in place, 4G LTE provides a true connect anywhere, anytime solution which is completely flexible to the enterprise's requirements. As new technologies are installed, a 4G networking solution can connect these with ease.

This not only solves any potential installation issues – alleviating high costs associated with having to run new fixed lines – but it also mitigates security and performance risks.

How it works.

By using a cellular networking solution which sits on top of the existing primary network, a parallel or "air-gapped" network can be created. This independent network provides the connectivity that the application needs, without ever touching the core network – keeping external parties separated from it.

Providing high bandwidth and speeds, 4G LTE networking can power even the most advanced applications:

- Connected digital signage
- ATMs, kiosks and vending machines
- Connected security, RFID and asset tracking
- Guest/Staff WiFi access
- Connected customer services

Parallel networking using 4G LTE provides the connectivity needed to run the latest technologies, facilitating business advancement while maintaining network security and performance.

Cloud-managed and secure.

Our leading cellular networking technologies are all cloud-managed with advanced security features and capabilities. This not only enables organisations to safeguard the security of their network edge, but also ensures that the distributed network of 4G LTE routers and gateways are easy and cost-effective to deploy and manage.

Westbase.io work with our partners to deliver 3G/4G mobile networking solutions for parallel networking. To find out more please contact us…

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The importance of
PARALLEL NETWORKING

✔ Creates a completely separate network to connect new technologies

✔ Keeps the primary network secure and minimises risk at the network edge

✔ Enables new applications without impacting the performance of business-critical systems

The added benefits of a
CELLULAR PARALLEL NETWORKING SOLUTION

✔ No extended lead times; deploy within days instead of weeks and months

✔ 4G LTE can connect even the most advanced applications, featuring high speeds and bandwidth

✔ Cloud-managed for simple installation and remote management of the entire network

✔ Advanced security features and PCI compliance keeps the network edge secure

✔ Connect virtually anywhere to save on fixed line installation costs

✔ Easily scaled; can connect 1000s of branches as easily as 1

More about
WESTBASE.iO

Westbase.io is a leading provider of cloud-managed 4G LTE and hybrid networking solutions. We couple our innovative portfolio with our extensive industry understanding, and unparalleled product knowledge, to deliver solutions which perfectly fit our customers' requirements.

Westbase.io works with our partners to help them identify the best possible cellular solution for their parallel networking requirements.

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