



Cellular for Rapid Connectivity

More and more enterprises today are moving to centralised and cloud-based business applications – meaning that the need to access fast, reliable and secure connectivity is a number one priority for IT teams when establishing a new location.

Getting connected from day one

Most enterprises use fixed lines as their primary form of connectivity, so when they establish a new branch location – for example, a new retail store – they will naturally plan fixed line infrastructure in to the development. Yet in most cases, even when pre-ordered months in advance, new sites can be left waiting for their fixed line connection due to long lead times on installation.

In many cases organisations can also overlook pre-ordering and only request an install mere weeks before the location needs to go live, putting the site under instant pressure as the necessary infrastructure simply cannot be put in place this quickly.

Time is money

Delays in getting connected means that new locations cannot operate at full capacity; cut off from their core network, construction sites cannot access and update essential information such as CAD drawings, retail and restaurant sites cannot process transactions, and so on. It all means inefficient operations, and huge costs to the business as a result.

Enter LTE: Rapidly deployed, reliable, secure and fast

By implementing a mobile networking solution new locations can get connected from day one. LTE can provide a powerful, rapidly deployed connectivity solution for temporary connectivity in any situation – enabling locations to work at maximum capacity regardless of fixed line delays.

Some examples include:

Instant connectivity for construction sites

Westbase.io provide ruggedised mobile networking solutions which can withstand the tough environment of a construction site to deliver fast, secure connectivity from the very start of the project build. Portable in its nature it also enables the site to move their cabins to the optimal position as the site develops – something limited by a fixed line.

Immediate connections for retail stores and restaurants

Retailers and restaurateurs spend months preparing and marketing new openings but if fixed line installation is delayed this means potentially thousands lost in sales revenue, damage to the brand reputation, and countless other losses.

A Westbase.io LTE networking solution solves this problem by instantly delivering connectivity that is fast and reliable enough to power mission critical applications, so that new locations can open their doors on time.

Improve resilience by converting to failover

Once the fixed line has been installed, the cellular solution can seamlessly integrate with your wired connectivity to improve the location's resilience. By converting to a failover solution, it can help to keep the location online if and when the primary connection fails – extending its lifetime value even further.

Pop-up connectivity for temporary locations

As well as providing a rapid solution for sites where fixed line installation is delayed, a 3G/4G connection can also provide pop-up connectivity for temporary locations where it isn't readily available.

Be this a pop-up restaurant or shop, exhibition stand or outdoor event, a mobile networking solution can instantly deliver fast, secure and reliable connectivity to any location – then be easily moved to a new location as and when it's required.

Cutting the wire permanently

The development of product solutions that benefit from multiple cellular connections, combined with the evolution of LTE, means that 3G/4G networking is now a true alternative to fixed line.

Because of the ability to use multiple operators in a single device solution, resilience is inherent – allowing organisations to “cut the wire” permanently and use cellular for their primary connectivity.

Simple to manage

Westbase.io 4G LTE networking solutions are all cloud-managed, enabling central IT resources to remotely configure, manage and monitor all devices in the estate. With advanced features available, IT teams can easily extend corporate policies and practices to the edge of the network.

Westbase.io work with our partners to deliver rapidly deployed 4G LTE mobile networking solutions for a wide range of applications. To find out more please contact us...



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The importance of DAY ONE CONNECTIVITY

- ✓ Run business-critical applications such as Point of Sale
- ✓ Access centralised and cloud-based systems, databases and applications
- ✓ Run at full capacity, improving efficiencies and reducing costs
- ✓ Provide connectivity services needed by employees and expected by customers

The benefits of using CELLULAR FOR RAPID CONNECTIVITY

- ✓ No extended lead times; deploy within days instead of weeks and months
- ✓ Simple installation for plug and play connectivity services
- ✓ Can support all necessary applications and extends the corporate network securely
- ✓ Minimised disruption and downtime by delivering a reliable connectivity solution from day one
- ✓ Can be converted to a valuable failover solution to improve business continuity
- ✓ Cloud-managed for simplified monitoring and management

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 rapid connectivity requirements.