



Solution: NetCloud Service for Branch ■ **Industry:** Retail ■ **Use Case:** Failover

David's Bridal Leverages LTE Failover for Branch Continuity in Hundreds of Stores

Cradlepoint Helps Retail Chain Modernize Its Corporate Network with Highly Reliable Wireless Connectivity & Remote Cloud Management



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Kevin Weaver,
Director of Infrastructure, David's Bridal

Summary

David's Bridal stores are connected to the corporate network via T-1 lines backed up with wireless failover. The system met the company's needs, but the IT department needed to modernize the network backup system to add more capabilities and features, and to take advantage of LTE. Weaver and his staff talked to the major cellular carriers, who suggested the company switch to Cradlepoint. After conducting proof-of-concept tests comparing wireless solution vendors, David's Bridal chose Cradlepoint.

Customer Profile

With more than 60 years of experience dressing women of all ages for life's special occasions, David's Bridal provides brides to be with a vast selection of bridal gowns and bridal party dresses at more than 300 stores located across the U.S., Canada, UK, and Puerto Rico.

Business Needs

David's Bridal previously used a 1X and 3G networking configuration, which provided the company's distributed locations with basic network connectivity, but as 4G LTE became an increasingly sound alternative, Director of Infrastructure Kevin Weaver's goal was to future-proof his network by finding the most efficient and affordable way to take advantage of LTE technology. He also wanted to move beyond the one-at-a-time way the IT staff had been managing its 330-plus device network and move toward central management of connectivity at all their distributed locations.

Solution

After conferring with cellular carriers and testing competing devices, David's Bridal chose Cradlepoint's NetCloud Service for branch continuity. The service includes seamless and instant failover, Out-of-Band Management, WAN link termination and traffic management, and cloud configuration and troubleshooting, all delivered via a purpose-built LTE adapter, 24x7 support, and a limited lifetime warranty.



When we first implemented NetCloud, I divided our 330 stores into three groups. With just a couple of clicks, I can use NetCloud Manager to upgrade all 330 devices in less than 10 minutes. That saves us a lot of labor and got our stores protected very quickly.”

Kevin Weaver,
Director of Infrastructure, David's Bridal

Benefits

Standardization

Probably the biggest benefit David's Bridal gets from Cradlepoint is the ability to standardize on one device, Weaver said. With the switch to Cradlepoint, all Weaver and his team has to do to prepare a device for a new carrier is to swap out its modem end cap.

“You change the end caps, and the Cradlepoint router and all of its features, functionality, and firmware stay the same. So from a network architecture standpoint, switching to Cradlepoint was a big win. It allowed us to standardize on one device with one setup, and then manage it all in one single place: NetCloud Manager,” Weaver said.

Centralized & Remote Network Management

In a world currently experiencing numerous data breaches, retail companies like David's Bridal need to be able to protect their network in minutes, not hours. With NetCloud Manager in place, Weaver and his team can respond immediately to defend against these type of threats.

Flexibility

One of the major motivators to change the way David's Bridal connected to the network was the need for more bandwidth so that VoIP and other applications could continue to function optimally, Weaver said. Business direction can change quickly, and the company needed to be able to respond just as quickly. Working with Cradlepoint gives David's Bridal the ability to deliver new services without having to purchase new equipment.

“Having Cradlepoint in place means that we can easily create rules and split the tunneling to separate our proprietary, corporate network from the guest network, without having to buy another device. That gives us a lot of flexibility to adapt to changes in technology.”

Visual Dashboards

For Network Administrator Matt Micchelli, the ability to have real-time visibility into each location's data usage makes his job a lot easier.



When I click on the NetCloud Manager dashboard, I can see the data use for our entire network, and for every store. The dashboard gives me the average for each day, which makes it easy to summarize, and to give my execs the big picture view of how the network is performing.”

Matt Micchelli
Network Administrator, David's Bridal

Future-Proof Data Management

Cradlepoint's NetCloud Manager gives David's Bridal the ability to closely monitor its data usage. Bandwidth overruns can mean stiff surcharges, but Weaver is confident that choosing Cradlepoint has given his department the tools it needs to keep data usage within limits.

“The nice thing about managing bandwidth with NetCloud Manager is that you can see it,” Weaver said. “You can manage it. You can tune it any way you need to make sure you don't run over your limits. This is just one of the ways that Cradlepoint helps us prepare for the future.”

Reliable Customer Support

As Weaver notes, it's not always easy to get the configuration for a network setup working properly the first time. What is important, he says, is to work with a partner that makes its engineers available to get the configuration right.

“We had some start-up problems, but the Cradlepoint engineers worked closely with us and provided all the support we needed. Cradlepoint's technical staff made sure not just that it worked, but that it worked to our complete satisfaction.”

A Leading Partner

The decision to choose a new technology provider is a big step for any company, Weaver said. There's a need to find a partner that is anticipating and planning for the future — and doing so in a way that respects a customer's technology investments. The technology itself, he says, must be adaptable to keep up with the future, and be built on a platform able to manage these generational changes.

“If the carriers come out next year with 5G or whatever they call the next generation, all we'll need to do is swap a modem cap in each Cradlepoint device. That means we're prepared to upgrade to future generations of wireless with little cost or disruption. So, as far as the type of company, the size of company, and what they bring to the table, Cradlepoint offers the best package that helps us not just for today, but for the foreseeable future,” Weaver said.



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