



Saturn Wireless Delivers “Always-On” Connectivity for Electronic Signage Solution

Saturn Wireless Develops Retail Electronic Signage Solution for TargetCast, Deploying CradlePoint CBA250 Cellular Broadband Adapter

The CradlePoint CBA250 Cellular Broadband Adapter deployed by Saturn Wireless provides IP Pass-Through capabilities for LAN devices requiring wireless broadband access. For TargetCast, the CBA250 enabled uninterrupted operations of their retail electronic signage platform, with no timed-out / dropped sessions.

SITUATION

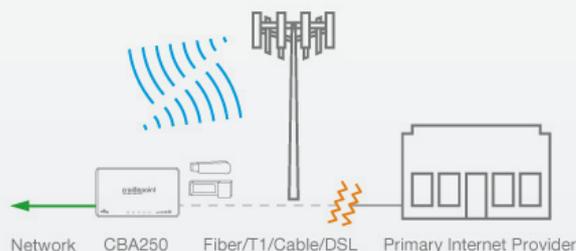
TargetCast offers a broad portfolio of advertising/ media services, including electronic signage at retail points. TargetCast turned to Saturn Wireless to create a hardware/ software platform to deliver ad banners on televisions at large chain restaurants, malls and office elevators. Saturn Wireless, a one-stop shop for wireless solutions and AT&T’s largest partner nationwide, managed the entire project from consulting and identifying the solution, to procurement and deployment.

CASE STUDY



CBA250 Failover to 3G/4G

When Primary ISP Fails, the CBA250 Automatically Provides Service Without Interruption



CHALLENGE

TargetCast wanted to use mobile broadband routers and AT&T’s 3G/4G network to provide internet access for their electronic signage platform. This approach was faster, easier and less expensive than provisioning wired internet connectivity; however, maintaining a constant wireless connection to the internet was a key challenge. Conventional mobile broadband routers would “time-out” and drop wireless sessions, creating intolerable interruptions and downtime. They sought Saturn Wireless’ expertise.

SOLUTION

Saturn Wireless contacted CradlePoint to identify a specific mobile broadband router that could enable constant web-focused wireless connectivity and compatibility with AT&T's 3G aircards.

As a leader in developing wireless solutions, Saturn Wireless was familiar with CradlePoint. "Identification and assessment of new and emerging technologies in the mobile and wireless industry has been a continuous focus at Saturn," says Manika Sood, Founder and CEO of Saturn Wireless. "After carefully mapping TargetCast's requirements with various solutions available in the industry, we determined that CradlePoint and their unique suite of offerings was the best solution for the customer."

"By teaming up with Saturn Wireless, we were able to identify a powerful solution at an affordable cost"

The teams quickly identified the CradlePoint CBA250 Cellular Broadband Adapter, using an AT&T Sierra Wireless aircard, as the optimum solution. CradlePoint's sales and technical teams were very supportive, which made the process very seamless.

The CBA250 provides IP Pass-Through, enabling constant internet connectivity. The result: no dropped sessions or interruptions when data updates are pushed out to the mini-computers that are part of the TargetCast solution. CradlePoint's Wi-Pipe™ technology enables constant connectivity with no latency issues. This eliminates the problem of dropped sessions and the need to manually reboot a router due to a timed-out connection.

Superior technology wasn't the only factor in TargetCast's decision. "The customer was very price-sensitive," notes Manika. "CradlePoint's pricing was in line with our customer's requirements."

The solution developed by Saturn Wireless for TargetCast is currently under deployment at 250 sites in the first phase and would cover 2,000 locations in the phase-wise nationwide rollouts.

BENEFITS

- **Simple:** Offering plug-and-play installation using a Wireless Wizard that features a simple splash page, CradlePoint routers are the most user-friendly solution for setting up a wireless WAN. Only CradlePoint routers offer this easy-to-install interface for both basic and advanced users.
- **Reliable:** "The solution was tested for over month and a half using the CradlePoint CBA250," observes Manika. "The client was delighted with the CradlePoint solution's reliability."
- **Management:** The Wi-Pipe™ technology enables remote management of CradlePoint routers. This allows TargetCast to administer the CBA250 and perform updates from a central location, without having to physically visit a site.
- **Value:** "TargetCast has undoubtedly witnessed a turnaround and the ROI has been more than encouraging," adds Manika. "A key contributor to the incredible ROI was CradlePoint's pricing, which was more attractive than competitive options."

Manika summarizes her company's experience with CradlePoint: "As one of AT&T's largest partners nationwide, it's important for us to have confidence in a manufacturer and their solutions. We have had tremendous success with Cradlepoint's solutions and feel very comfortable endorsing them."