



Bakery Retail Stores Upgrade to Cradlepoint Routers in 250 Locations

A popular baked goods retail store turned to Insight to improve their broadband provider connection and management, while future-proofing their business.

Preheating the transformation process

The baked goods retail company approached Insight and needed better security. Their legacy solution had traditional routers with no security layer, and they lacked a backup solution to their broadband connections.

They had multiple contracts with broadband providers, which caused a management headache trying to keep everything organized. The client knew they needed a more consistent strategy for managing these solutions across their 250 locations.



They also wanted to do some technology upgrades in the future, such as a back-of-house refresh, which would require a more **stable and secure networking environment.**

Facts at a glance

Client industry:

Retail

Size of company:

700+ employees

Challenge:

The business came to Insight and needed better security and had many broadband providers that were causing a major management problem. Additionally, they wanted some technology updates to future-proof their business.

Solutions:

- Insight ordered, set up and deployed Cradlepoint routers to 250 retail locations.
- Completed a carrier analysis for the right 5G provider for the client.
- Tested devices to ensure they work on the network at each location.

Results:

- Established Insight as their strategic IT partner.
- Modernized and future-proofed 250 locations.
- Improved security and network connectivity.

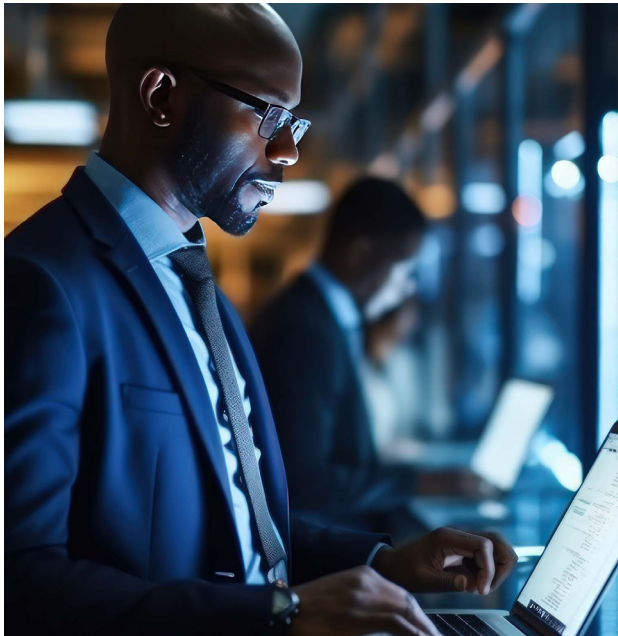
Baking a solution

The first step was an assessment. A proof of concept was formed and Cradlepoint routers were deployed to 29 store locations with activation through Insight. Routers were tested in those locations for six months before pushing the solution out to all 250 locations.

Insight ordered, set up and deployed the 5G routers to each location and tested the devices in labs to ensure they worked as soon as a customer entered the retail location. The client procured the necessary hardware and software from Insight for these updates.

Hot and ready results

Insight successfully distributed the 5G Cradlepoint routers across the 250 retail locations. The client now has a strategic IT partner to help them plan for future innovations and improvements. The client has one unified networking solution, making for simpler management — no more juggling multiple contracts with various broadband providers.



“We could have easily sold a simple Cradlepoint device. But by expanding the solution further — by trying to solve the business problem and solution toward desired business outcomes — we made more of an impact. We made it way more than just a hardware sale,”

said Insight Client Executive, Greg Dubiel.

The client has been talking about expanding internationally. So the concern for the client isn't having 250 locations — it's knowing that their locations could expand to 450 in the near future. At that point, they need to be hands-off with their IT and able to outsource most of their IT footprint to free up their resources for business development.