

# First Call Wireless Provides 5G Connectivity to Major Sports Retailer

• Case Win •

## About the Client

Our client is a well-known retail store chain specializing in sporting goods and apparel. With a strong presence across the country, they have earned a reputation for providing top-quality products and excellent customer service.

Their focus on efficient store operations and commitment to innovation drives their continuous search for reliable and cost-effective solutions to meet their network connectivity requirements.

## The Challenges:

**Cost-effective, high-speed solution:** The client faced the challenge of selecting the appropriate hardware for their store WAN connectivity. They needed reliable and cost-effective devices that could effectively support their network infrastructure requirements.

**Reliable and scalable connectivity:** The client sought a robust and dependable connectivity solution that could ensure consistent and high-speed network access to support critical retail applications and smooth operations.

**Professional device installation assistance:** The client required expert installation services to properly configure and set up their network hardware, minimizing disruptions and ensuring optimal performance.

**Ongoing maintenance and support:** The client recognized the need for ongoing maintenance and support services, including proactive monitoring, troubleshooting, and timely issue resolution, to maintain a smoothly running network infrastructure and minimize downtime.



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## The Solutions:

**Cost-effective, high-speed solution:** We deployed 150 Cradlepoint W1850 routers, carefully chosen for their advanced features, seamless integration with the TMO 5G network, and robust connectivity options. These routers were specifically selected to deliver optimal performance and scalability for the client's store WAN connectivity needs.

**Reliable and scalable connectivity:** We leveraged T-Mobile's 5G network as the primary wireless broadband solution for their store WAN connectivity. This solution provided high-speed, reliable internet access to support their critical retail applications and accommodate their growing data traffic needs.

**Professional device installation assistance:** Our experienced team conducted professional installations of the Cradlepoint W1850 routers across all store locations. They expertly configured and set up the routers, ensuring a smooth deployment process and minimizing any disruptions to the client's operations.

**Ongoing maintenance and support:** We provided dedicated helpdesk support services, offering proactive monitoring, timely troubleshooting, and effective resolution of any technical issues. This ongoing support guaranteed the continuous and efficient operation of the network, reducing any potential downtime and optimizing the store's operational performance.

## Conclusion

Our solution delivered reliable store WAN connectivity with 150 deployed Cradlepoint W1850 routers, leveraging the TMO 5G network. We optimized performance, supported growth, and ensured customer satisfaction throughout the client's retail operations.

