

CHANNEL  
CHIEF VIEW

## Cradlepoint Still Puts Partners First Following Acquisition

Learn How Leading 5G Vendor Transforms Business

### Q. How does the Ericsson acquisition impact your job as channel chief and how does it impact Cradlepoint partners?

**A.** It's the best of both worlds. For the Cradlepoint team, we remain a standalone organization. Our channel-centric sales motion and our humble and hungry approach to supporting partners doesn't change. From a technical alignment perspective, the company synergies are powerful. Our partners will notice an impact in 5G collaboration and innovation. From the carrier core to the enterprise edge, this unlocks the full potential and benefit of what people had been speaking about with Wireless WAN.

### Q. How does the acquisition position Cradlepoint to better compete against vendors like Cisco Meraki?

**A.** Cradlepoint has been a leader in LTE solutions to enterprise and public sector organizations for over a decade. Our heritage is wireless and LTE. But now, as part of Ericsson, we have access to the advanced network functionality that only LTE and 5G core networks provide. These deliver end-to-end network capabilities securely with quality of experience that customers will require to realize the full power of 5G and the Wireless WAN. It helps us compete and win against what I'd call wireline-centric vendors like Cisco and others.

### Q. How has Cradlepoint progressed in the past year amid the uncertainty in the market?

**A.** I'll stress in terms of our humble nature and how we go about it: despite some of the macro headwinds, we had another record year. We experienced rapid adoption of the Wireless WAN use cases. The unfortunate pandemic accelerated use cases from health care to providing connectivity for a host of industries. The common theme was that customers and partners realized the power and flexibility of Cradlepoint's NetCloud Service and our purpose-built endpoints and how it provides a single platform that connects people, places and things.

### Q. What's Cradlepoint's channel strategy for 2021 and how will it affect your partner base?

**A.** We're focused on building a vibrant ecosystem that expands our reach, our growth and exceeds customer and partner expectations. In 2021, we'll invest to ensure Cradlepoint and our partners lead LTE and 5G for the Wireless WAN era. These investments highlight three areas: people, programs and platform. We hire people who are masters at their craft. We're also building the industry's first 5G for Enterprise Branch specialization program and are committed to delivering the most relevant, impactful enablement and programs to ensure our partners build a profitable and sustainable practice with Cradlepoint. We continue to evolve our NetCloud Service to our soon-to-be 12-month lead in 5G for business. We will also launch a transformational partner relationship platform in 2021 that I'll announce later this year.



**Eric Purcell**

Senior Vice President, Global Partner Sales and Technology Alliances, Cradlepoint

“ We're committed to leading the way and helping partners build a Wireless WAN practice so customers move beyond the branch and beyond wires. We are aggressively delivering our Elastic Edge vision which securely connects any office, location, facility, vehicle and anything the enterprise wants to connect. ”



To learn more about the Cradlepoint Partner Program, visit <https://cradlepoint.com/partners-CRN>