Articulating the value and differentiation of Ericsson, Cradlepoint WWAN solutions

Why Ericsson

The competitive environment for global cellular routers and adapters continues to intensify. This document is a guide for helping you understand the additional value and differentiation that Ericsson has relative to competitors in this space.

Cellular leadership

✔ 50 percent of the world's 5G traffic, outside China, is carried over Ericsson's network infrastructure

Ericsson radios known for performance and being best of breed and leveraged in private 5G and neutral host solutions

✔ #1 market share leader in the global cellular routers and adapters market space

Ericsson owns 24% of the entire global market and has 2.5X more market share than the #2 player

✔ Industry leadership and innovation.

- Only 5G enterprise vendor with private 5G, n-building coverage extension and Wireless WAN.
- First to market with an enterprise 5G WAN edge solution
- First with a 5G-optimized security and SD-WAN overlay
- First to start integrating an agentic AI framework into its management platform
- First to demonstrate traffic steering across eight network slices
- First to certify rugged mobile devices on public safety slices (T-Priority and Verizon Frontline Network slice)
- First to introduce UE route selection policy (URSP) for multi-slice networks
- First to adopt disaggregated architectures using captive modem technology for vehicles and fixed sites.

✔ Integrated cellular intelligence.

- Software-defined modems for faster, more stable cellular connections
- Smart WAN selection for seamless multi-WAN failover/failback — no overlay required
- Patented Stream protocol for low-data device telemetry
- Comprehensive cellular analytics and insights
- Band masking to prevent from connecting to undesirable bands
- eSIM on select devices with up to 8 carrier profiles

NetCloud differentiators

✓ Low or zero-touch deployments:

- o Backend device registration to the cloud eliminates manual serial/CSV entry
- o Carrier selection intelligence chooses the best performing carrier connection at boot for each location
- o Intuitive verify mobile application streamlines installation.
- o Embedded eSIM in select devices simplifies procurement and activation

✓ Bulk modem upgrades:

Ability to upgrade / update modems in bulk in addition to the router firmware, rather than device by device

✓ Strength of our cellular insights / analytics:

- o Cellular health events dashboard tracks band changes and other carrier network event for simpler mgmt.
- o Live Wi-Fi, wired and cellular stats for real-time visibility
- o Granular coverage maps showing signal quality by provider with advanced filtering

✓ Breath of functionality within our Remote Connect suite:

Remote access to third-party devices via CLI, UI, or serial, plus access to LAN attached assets over HTTP/HTTPS, RDP, SSH or VNC—avoiding the VPNs and complex port-forwarding some other vendors require.

✓ Application visibility and control:

Application QoE dashboard plus optional SD-WAN and NGFW capabilities.

✓ Container orchestration:

Bulk deploy and monitor onboard SDK apps or Docker containers — no per-device scripting required.

✓ Integrated speed test:

Includes the ability to save, filter, and export test results to determine trends.

✓ Advanced location service:

Geoview and location tracking via GPS or serving cell tower when GPS is unavailable — features not offered by all Wireless WAN vendors.

✓ AI insights:

- o Virtual Expert ANA for personalized, concise responses to queries with an evolution towards an agentic AI framework.
- o AIOps dashboard for early detection of performance and device behaviour anomalies for early proactive resolution.

NetCloud differentiators (cont.)

✔ **User friendly design:**

Simple, intuitive interface with advanced configuration in the user interface rather than the device web UI.

✔ **Single pane of glass:**

o Single console for cellular, advanced networking, and security.
o Ericsson Private 5G solution integrated into NetCloud through 2026.
o Integrated Managed Service Provider and enterprise views as opposed to having a separate MSP portal.

Unified zero-trust security, SD-WAN and bonding

✔ **Unified offering:**

Single policy engine and unified provisioning across Secure Connect, SD WAN (with intelligent bonding), ZTNA, and Hybrid Mesh Firewall.

✔ **Clientless isolation:**

One of the few clientless ZTNA solutions that uses isolation technology to create an airgap between the unmanaged device and the application/ assets that it is trying to access, protecting corporate assets from the threat of malware.

✔ **Modern zero trust overlay:**

Zero trust security services to secure the WAN as an alternative to traditional perimeter firewalls and VPNs.

✔ **5G optimized SD WAN:**

SD WAN optimized for 5G with true WAN link bonding to improve resiliency, performance, and aggregated throughput.

✔ **Rapid orchestration:**

Deploy a zero trust network across the WAN in under 6 minutes.

✔ **Cost efficiency:**

Zero trust security priced competitively with traditional VPN solutions.

✔ **Flexible deployment:**

Cloud delivered, customer hosted, or hybrid deployment models to match operational requirements.

Support, warranty and training

✓ Better warranty:
Limited lifetime warranty for hardware compared to hardware warranty of 12- or 24-months

✓ 24/7 multichannel support:
Phone, email, and chat support available around the clock.

✓ Low RMA rate:
Historical RMA rate of 1.5% (with ~50% of returns found to be no fault).

✓ High customer satisfaction:
Historical customer satisfaction score of 9.6/10.

✓ Local technical responsiveness:
Globally distributed and regionally focused team of SEs, account managers, etc provide prompt pre-sales engineering support and ongoing personalized support

✓ Training and enablement:
On demand access to Ericsson Enterprise University for training and certifications.

How to compete:

After gaining an understanding of Ericsson's values and differentiation, this section will provide specific ways to **win against many of the major competitors in the global cellular and adapters market space.**

How to win against
Semtech

Global market share	25% Ericsson	5% Semtech

- **Superior support** — 24/7 multi channel support with field responsiveness and high first call resolution.
- **Stronger management platform** — NetCloud offers more features (cellular analytics, live stats, granular coverage maps with filters), greater scale, and improved performance.
- **Modern compliance** — FIPS 140 3 support vs. Semtech's FIPS 140 2.
- **More compact hardware** —lighter form factors compared with Semtech's heavier and slightly larger devices.
- **Advanced networking** — broader routing protocol support, VXLAN, and WAN bonding/SD WAN.
- **Application visibility and control** — application QoE dashboard, optional SD WAN traffic steering, and application aware firewall.

- **Enhanced multi-WAN capabilities** —SD WAN support, and intelligent WAN bonding for high availability and improved performance.
- **True WAN bonding** — flow duplication, flow balancing, and bandwidth aggregation (Semtech lacks WAN bonding today).
- **Fast zero trust deployment** — zero trust network in under 6 minutes vs. cumbersome VPNs.
- **Secure remote IoT access** — isolated, clientless portal for internal users and third parties.
- **Investment protection** — SASE and AI investments for future proofing.

How to win against
Digi

Global market share	**25%** Ericsson	**5%** Digi

- **Easier manageability** — NetCloud is user friendly and feature rich
- **Superior support** — local support, high first call resolution, and strong NPS.
- **Modern compliance** — FIPS 140 3 support vs. Digi's FIPS 140 2.
- **Coverage mapping and tracking** — built in coverage mapping and location tracking for mobile deployments (Digi lacks these features).
- **Extended location services** — location for non GPS devices using serving cell tower data display within Geoview (Digi lacks this feature).
- **Broader networking and security** —SD WAN, NGFW, and zero trust (Digi lacks SD WAN, NGFW, and zero trust).

- **Integrated WAN bonding** — native flow duplication, flow balancing, and bandwidth aggregation (Digi relies on third party bonding, complicating management and support).
- **Fast zero trust deployment** — zero trust network in under 6 minutes vs. VPN based access.
- **Secure remote IoT access** — isolated, clientless portal for internal users and third parties.
- **Advanced AI and AIOps** — broader AI roadmap and AIOps dashboards compared with Digi's limited chatbot functionality.
- **Stronger ruggedization** — higher ingress protection compared with Digi's lack of IP64.

How to win against
Peplink

Global market share	**25%** Ericsson	**5%** Peplink

- **Superior management experience** — NetCloud is more intuitive with true ZTP, faster dashboards.
- **Lower data overhead** — Stream protocol reduces data usage and management overhead.
- **Superior support** — multi channel 24/7 industry leading support included in subscription at no extra charge.
- **More compact hardware** — smaller form factors compared with Peplink's larger devices.
- **Modern compliance** — FIPS 140 3 support vs. Peplink's FIPS 140 2.
- **Modern security** — dynamic zero trust deployment in under 6 minutes (Peplink uses perimeter based security).

- **Secure remote IoT access** — isolated, clientless portal for internal users and third parties.
- **Investment protection** — NetCloud SASE plus AI investments (AIOps and an agentic AI Virtual Expert).
- **Advanced AI and AIOps —** broader Agentic AI roadmap and AIOps dashboards compared Peplink who hasn't announced an AI strategy.
- **Integrated SASE solution —** for investment protection and for simplicity versus a lack of a true integrated SASE offering.
- **Simple ordering and procurement —** with just a few service plans compared to 10 care plans to choose from (which are model and modem dependant)

How to win against
Teltonika

| | Global market share | 25% Ericsson | 10% Teltonika |

- **Higher quality and reliability** — more stable firmware and product experience vs. Teltonika's reported instability.
- **Better manageability** — superior cellular management and simpler licensing.
- **Greater extensibility** — push/pull APIs without custom scripting and simpler Docker container deployment (Teltonika lacks bulk orchestration).
- **Coverage and tracking** — built in coverage mapping and location tracking for mobile deployments (Teltonika lacks these features).
- **Extended location services** — location for non GPS devices using serving cell tower data.

- **Integrated WAN bonding** — native flow duplication, flow balancing, and bandwidth aggregation (Teltonika relies on third party bonding solutions).
- **Modern security** — dynamic zero trust deployment in under 6 minutes (Teltonika uses perimeter based security).
- **Secure remote IoT access** — isolated, clientless portal for internal users and third parties.
- **Multi channel support** — direct multi channel support rather than partner led, online support in 24/7 but phone is only Mon-Fri
- **Better warranty** — more comprehensive lifetime warranty options vs. Teltonika's two year limited warranty.

How to win against
Cisco

| | Global market share | 25% Ericsson | 7% Cisco |

- **Integrated branch platform** — all in one branch devices combining Wi Fi 7 and 5G R17 modem vs. Cisco's multi component solution (SD WAN appliance + adapter + AP).
- **Better cellular insights** — differentiated cellular features (carrier selection intelligence, serving cell tower, cellular health events, live cellular stats) vs. Cisco's more generic link insights across all WAN interfaces.
- **Wireless optimized WAN bonding** — true WAN link bonding with flow duplication, flow balancing, and aggregated throughput (Cisco offers WAN load balancing, and Layer 2 link aggregation but not true wireless-optimized bonding).
- **Flexible eSIM** — standards based eSIM approach with more profiles vs. Cisco's AT&T tied profiles.

- **Strength of remote connect features** – NetCloud offers the ability to connect and control LAN connected assets through LAN Manager and ZTNA. Cisco can only do this through complex VPNs/ port forwarding.
- **IoT optimized networking** — better handling of IoT and machine to machine cellular traffic.
- **Cost effective zero trust** — simple, cost effective zero trust service that terminates on routers vs. Cisco's broader more expensive and more complex ZTNA offerings.
- **Isolation-based secure remote access** — isolated, clientless portal for internal users and third parties (Cisco's clientless options focus on policy control and may not provide the same protection against malware on unmanaged devices that isolation-based offerings provide).

How to win against
Fortinet

Global market share	25% Ericsson	1% Fortinet

- **Integrated branch platform** — all in one branch devices combining Wi Fi 7 and 5G R17 modem vs. Fortinet's multiple components (FortiGate + FortiExtender + AP).

- **Superior mobile products** — 5G and 5G SA devices vs. Fortinet's single mobile product that is limited in features and LTE based only.

- **Better cellular insights** — differentiated cellular features (carrier selection intelligence, serving cell tower, cellular health events, live cellular stats) vs. Fortinet's generic insights across all WAN interfaces.

- **Wireless optimized WAN bonding** — true WAN link bonding with flow duplication, flow balancing, and aggregated throughput (Fortinet offers load balancing across WANs and Layer 2 link aggregation).

- **True zero touch deployments** - streamlined device to cloud registration versus complex device registration based on serial numbers and CSV files.

- **Greater number of eSIM profiles** — supports 4 profiles versus 8

- **Coverage mapping & location tracking features** — vs. Fortinet's weak location services that are very complex to enable.

- **Strength of remote connect features** — NetCloud offers the ability to connect and control LAN connected assets through LAN Manager and ZTNA. Fortinet can only do this through complex VPNs/ port forwarding.

- **Cost effective zero trust** — simple, router terminating zero trust service vs. Fortinet's broader but more complex offerings.

For attack and defend points — please refer to the IoT, branch and mobile (police, fire and mass transit) battlecards on highspot or the partner portal.