



Case Study - Cradlepoint IBR600 & Rapha Cycle Club

Rapha Cycle Clubs brings together cycling enthusiasts through a unique retail point of presence and serving its club members with on-site cafes, live race screenings, exhibitions and events.

To expand their reach, Rapha strategically establishes pop-up stores in key cycling cities across the globe.

The pop-up stores operate for six weeks at a time, before moving onto the next location.

In the summer of 2015/16, Melbourne and Adelaide were selected as key cycling cities to host Rapha pop-up retail and cycle club stores.

The rise of pop-up vendors is a great opportunity to expand the use of mobile broadband in retail.

Rapha trialled a Cradlepoint IBR600 compact wireless modem solution, to great success.

Solution

A mobile broadband-enabled sim inserted in a Cradlepoint IBR600 compact modem provided network connectivity for:

- Wireless EFTPOS transactions
- Secured remote access to product & pricing material
- Creating a Wi-Fi & Ethernet network for point-of-sale (POS) and printing devices
- Streaming of in-store live events

The Cradlepoint modem was the preferred solution over traditional consumer-grade mobile broadband devices, as it provided enhanced security and greater bandwidth, which allowed tasks requiring connectivity to be completed simultaneously.

Key Benefits

- The powerful, simple solution meant that Rapha could operate their business instantly irrespective of location, which provides peace of mind.
- Cost-effective solution with minimal start up costs, relative to a fixed broadband connection.
- Once the solution was implemented, it required no maintenance.
- The Cradlepoint IBR600 modem provided sufficient bandwidth to power seamless connectivity for all required business applications.
- The solution also catered to last-minute business decisions to extend the duration of pop-up stores or cancel pop-up stores with minimal impact to the business.