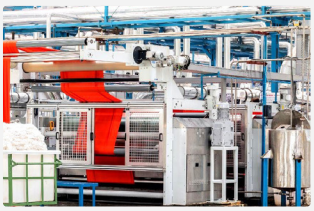
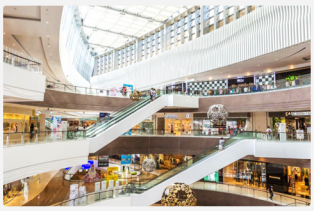
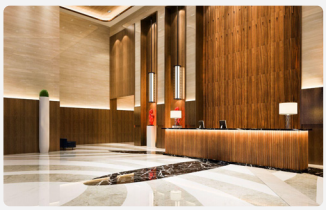



peplink




· Vertical Notes ·

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Agriculture

- Unbreakable Connectivity Anytime, Anywhere

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Environments are usually quite large and spacious, making it difficult to physically access all the devices within the vicinity.	In remote locations where fixed lines aren't entirely viable, Peplinks wireless technology is a suitable alternative, packing the same punch as wired connections.
Unstable and unreliable connectivity.	Peplink products can address unreliable connectivity with the inclusion of dual cellular modems within a single device. Providing users with the option to use two separate carriers to create a resilient network.
Various IoT devices could be used in an agricultural setting.	Peplink's InTouch feature provides an opportunity for remote management as well as control of all IoT devices connected to the network.
Outdoor deployments are common, meaning devices should be able to endure harsh and unpredictable weather conditions.	Peplink creates top-of-the-line quality products that are built to last. Also, with the inclusion of a few IP-rated devices, our products are highly durable.

What other ADVANTAGES does Peplink provide?

- A diverse catalog of cost-effective solutions and wide variety of options for agriculture customers.
- Dual cellular modems which can address latency issues by aggregating separate 5G connections
- GPS capabilities for comprehensive mapping, geo-fencing, and geolocation diagnostics
- Highly competent and effective routing capabilities in a compact solution

What OBJECTIONS do prospects raise on sales calls?

Specific Qs:

- How can we manage numerous devices spread across a wide area?
- We need to find a cost-effective solution.

Common Requirements:

- Extend the modem wifi signal
- IP67 rating
- Remote vpn capabilities
- Good upload speed
- SMA connectors
- Failover between two carriers
- Ruggedized
- Dual cellular modem functionality
- Load balancing functionality

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Broadcasting

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Requires a comprehensive, simple, and secure solution as broadcast location & setup may change frequently	Multi-WAN, Flexible Power input (e.g. type-c / USB) & PoE output provide flexible options for setups
Constant network uptime is needed as a basic requirement for live streaming	Hot Failover allows for constant uptime with the use of multiple WANs
Lack of bandwidth at live sites; site-to-site and day-to-day variations in cellular performance; different connection types at different events	Multi-Cellular and Multi-WAN devices that allow the event organizers to balance traffic over multiple WAN's or Bandwidth Bonding
Wi-Fi is required to provide connection to many devices onsite	Wi-Fi 6 routers and Access Points make it easy to provide high bandwidth connections across a large area

What other ADVANTAGES does Peplink provide?

- SpeedFusion Connect Protect provides temporary end points on demand
- Traffic Steering – other routers on the market may only be limited to stream certain file types
- 5G routers that allow for high uptime
- Peplink devices are designed with portability in mind and have a slim form factor

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- How does SpeedFusion tech work?
- How can SpeedFusion be implemented into streaming?
- What are the available device Protocol/Ports?

Common Requirements:

- Support for IP protocol
- High throughput requirements

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Construction

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
A constant connection to HQ is required for consistent operations oversight	Hot Failover allows for constant uptime with the use of multiple WANs
Frequent temporary setups and likely no wired connection available onsite	5G routers that provide high speed 5G cellular networks
Lots of environmental challenges onsite, such as dust/debris, weather, vibration, temperature etc.	Ruggedized enclosure & IP rated devices for all adverse environments
High bandwidth for constant stream of surveillance footage	Bandwidth Bonding provides affordable high speed connections via multi cellular routers

What other ADVANTAGES does Peplink provide?

- HA Mode, which provides a backup device in the case of a device failure
- SpeedFusion Connect Protect + SpeedFusion Connect 5G/LTE allow for simple and quick setups regardless of location
- InTouch allows for remote out-of-band management, so no physical technician is required
- Load Balancing or Bonding across multiple different cell connections/carriers/WAN types.

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- What redundancy solutions does Peplink provide?

Common Requirements:

- VPN/Wi-Fi Access onsite for VoIP/CCTV
- Outdoor Wi-Fi AP
- High gain antennas for poor signal reception in rural areas

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Education

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
High Bandwidth requirements for remote teaching and the large number of users onsite	Multiple WAN connections can be used to address not only high bandwidth needs, but also minimize downtime
Students/Teachers/Guests will have different levels of accessibility to Wi-Fi	Content blocking / web filtering to ensure bandwidth isn't wasted on irrelevant network traffic
Many users may load the same applications at the same time (class time)	MediaFast downloads files onto local server, so no additional downloads are required no matter the number of users
Schools need a holistic deployment that covers servers, antennas, routers, access points etc. across the campus	Peplink's ecosystem has solutions for all requirements

What other ADVANTAGES does Peplink provide?

- WAN Smoothing / Traffic Steering for remote teaching
- Captive portal is available for data collection and offloading connected users who are not actively using network
- CBRS network provides a private network to schools with higher speeds and security
- InControl 2 central management allows users to monitor and update all devices easily

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- How does SpeedFusion work?
- How many users can be supported?
- What's the typical cost of deployment?

Common Requirements:

- VPN for connection between different buildings
- Load balancing
- Many Access Points onsite
- Compatibility with existing network gear

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Energy

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Requires the ability to remotely manage rural sites from HQ	InTouch allows for remote out-of-band management, so no physical technician is required
Lots of environmental challenges onsite, including dust/debris, weather, vibration, temperature etc.	Class 1 Div 2 certified devices for environments with strict requirements
Typically remote locations that can only access cellular networks	BR1-Mini is a great low cost cellular device that meets their needs
Challenging conditions and high requirements for HQ	EPX or other powerful platforms will be able to handle most requirements

What other ADVANTAGES does Peplink provide?

- InControl 2 central management allows users to monitor and update all devices easily
- Ruggedized enclosure & IP rated devices for all adverse environments
- Dual cellular routers to improve resilience if needed
- HA Mode, which provides a backup device in the case of a device failure

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- Will InControl 2 work with existing private networks?
  → Yes, via ICVA

Common Requirements:

- Equipment Monitoring 24/7
- VPN for HQ
- Constant Internet access for CCTV
- Remote Internet and Wi-Fi coverage (for gas stations)

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Events

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Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Requires a comprehensive, simple, and secure solution as broadcast location & setup may change frequently	Multi-WAN makes for reliable connections, Flexible Power input (e.g. type-C / USB) & PoE output provides flexible options for setups
Constant network uptime is needed as a basic requirement for live streaming events	Hot Failover allows for constant uptime with the use of multiple WANs
Too many users in the same location, which will lead to tower saturation	Peplink devices can connect to multiple different carriers and different towers to maximize accessible bandwidth
Lack of bandwidth at live sites; site-to-site and day-to-day variations in cellular performance; different connection types at different events	Multi-Cellular and Multi-WAN devices that allow the event organizers to balance traffic over multiple WAN's or Bandwidth Bonding.

What other ADVANTAGES does Peplink provide?

- SpeedFusion Connect Protect provides temporary end points on demand
- Traffic Steering – other routers on the market may only be limited to stream certain file types
- SpeedFusion Connect 5G/LTE is an easy option for multi carrier connectivity
- 5G routers allow for high uptime

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- Can our router support more than 1 camera per router?
  → Yes, SDX / MBX

Common Requirements:

- Internet / Wi-Fi coverage onsite
- CCTV / VoIP needs onsite
- High throughput for video streaming

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Finance

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Constant network uptime is needed as a basic requirement	Hot Failover allows for constant uptime with the use of multiple WANs
A high level of security is expected to ensure privacy of their customers' information	High security PepVPN with Drop-in mode allows for easy integration into their existing network
Operation costs may be high for a 24/7 high-speed connection	Cheaper multi-WAN connections can replace expensive MPLS connections to save on operation costs
Hundreds, maybe thousands of branch edge networking needed for branches and ATMs	Affordable devices (e.g. BR1 Mini) for deployment in hundreds of branches

What other ADVANTAGES does Peplink provide?

- HA Mode at their headquarters, which provides a backup device in the case of a device failure
- ICVA can be purchased if they would prefer InControl 2 to be hosted in-house
- Peplink provides different WAN options to upgrade their system (e.g. MAX Adapter - 5G)
- InControl 2 central management allows users to monitor and update all devices easily

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- Can they keep their current network infrastructure?
- Does it need to be changed to fit Peplink?
- Can they use their own cloud?
  → Yes, via ICVA

Common Requirements:

- Support for IPSec
- Failover / load balancing
- Advanced routing / software features

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Healthcare

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
A high level of security is expected to ensure privacy of their customers' information	High security PepVPN with Drop-in mode allows for easy integration into the existing network
Healthcare providers have requirements on fulfilling specific communication standards (i.e. FirstNet)	Our devices are FirstNet certified and can integrate with healthcare private channels
High bandwidth requirements needed for sharing real-time medical information via two-way conferencing	Bandwidth Bonding provides affordable high-speed connections for two-way conferencing via multi-cellular routers
It's difficult to set up reliable Internet connectivity in temporary locations	Multi-WAN makes for reliable connections, Flexible Power input (e.g. type-C / USB) & PoE output provides flexible options for setups

What other ADVANTAGES does Peplink provide?

- ICVA can be purchased if they would prefer InControl 2 to be hosted in-house
- Combine Private (e.g. B14) & Commercial LTEs under the same connection
- Traffic Steering enables setting priority for different types of network traffic
- We offer scalable solutions if the situation calls for it (e.g. Dome / SDX Pro)

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- Some of their equipment has integrated modems. Will they be compatible with Peplink's systems?

Common Requirements:

- Wi-Fi / Guest networks in hospital
- SD-WAN VPN between hospitals
- Data transfer to secure locations
- Equipment needs constant connectivity

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Hospitality

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Hotels need full control over their network for assigning system access rights, bandwidth limit, etc. to different types of users	Use InControl 2 to take control of the network's Quality of Service and optimize network for higher efficiency
Guest Wi-Fi is a basic expectation of this field	Peplink routers support guest networks via captive portals, which allows for advertisements, data collection etc.
High-band Bandwidth demand for hundreds or thousands of guests	Bandwidth Bonding provides affordable high speed connections via multi cellular routers
Deployment needs to be cost effective for numerous branches	Peplink's infrastructure provides devices for all requirements at different price points to adjust for the customers' budget

What other ADVANTAGES does Peplink provide?

- Peplink provides VLAN Configuration options for better control over your network
- Content blocking / Web filtering to ensure bandwidth isn't wasted on irrelevant network traffic
- Outdoor cellular extensions (Access Points, Antennas) for large scale hotels / resorts
- InControl 2 central management allows users to monitor and update all devices easily

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- They have multiple WANs that need to be changed manually. Is there any easy failover option?
  → Yes, Hot Failover

Common Requirements:

- Wi-Fi Access Points
- Captive portal
- AP controller support

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IoT/M2M

Unbreakable Connectivity Anytime, Anywhere

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Uncertain connectivity due to single WAN solutions and unstable carriers.	Experience 0 interruptions in your network with Peplink's unique and advanced Hot Failover technology.
Long man-hours are needed to manage devices across the city.	Peplink's InTouch feature provides an opportunity for remote management as well as control of all IoT devices connected to the network.
Difficult to modify or replace numerous SIMs for large-scale deployments.	With Peplink you can utilize E-SIMs, making SIM management much simpler and more convenient.
Expensive solutions.	Opportunity for cost control with scalable deployments as well as pooled SFC 5G/LTE data plans.

What other ADVANTAGES does Peplink provide?

- Rugged design and durable build to withstand extreme temperature and weather conditions
- Compact devices which can be deployed in any and all situations and areas
- Seamlessly integrate telemetry devices into your network through GPIO ports to experience full GPIO functionality
- IC2 cloud-based management system for conveniently controlling and monitoring a fleet of devices

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- How does Peplink address network congestion issues?

Common Requirements:

- Dual 5G cellular modem
- Seamless failover
- Bandwidth control (limits)
- Static and DHCP capabilities
- Port forwarding
- Built-in Wi-Fi option
- Bandwidth bonding
- Multi-WAN
- E-SIM
- GPS functionality
- IP rating (30)
- MIMO Wi-Fi
- Scalability
- VLAN
- Low latency
- Real-time data/control

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Manufacturing

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Large quantities of metal machinery may interfere with the signal and cause network congestion	A private LTE network can lower latency and increase wireless coverage. Conjunction with commercial LTE Dual Modems for Improved Reliability
Factories may use numerous IoT devices, which consume little bandwidth usage (i.e. sensors)	We offer serial ports specifically for M2M use Our devices are also scalable and affordable
Requires the ability to remotely manage rural sites from HQ	InTouch allows for remote out of band management, so no physical technician is required
Factories require reliable connectivity for constant supervision	With Seamless roaming, you can use Wi-Fi WAN to fallback on CBRS connections if available

What other ADVANTAGES does Peplink provide?

- Users can use Bandwidth Bonding to combine multiple CBRS connections to make a single stronger connection
- With BR1 Mini's eSIM, you no longer need to worry about onsite SIM management
- InControl 2 central management allows users to monitor and update all devices easily
- High security PepVPN with Drop-in mode allows for easy integration into their existing network

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- How to integrate Peplink without changing too much of their existing network

Common Requirements:

- Load balancing
- Failover
- Easy integration with their own established complicated network and VPN

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Maritime

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
High connection costs at sea (e.g. Starlink, VSAT)	Multi-WAN options include VSAT and cellular connections, and the user can switch to the cheaper one at will
High bandwidth needs in an unstable environment	Bandwidth Bonding provides affordable high-speed connections via multi cellular routers
Network availability and speed of links vary based on the vessel's location	By using multiple multi-cellular routers, the chances of connecting and maintaining a cellular connection is increased
As vessels occasionally cross borders, they may need to change service providers frequently	With the SIM injector, all SIMs can be managed easily through one device

What other ADVANTAGES does Peplink provide?

- Traffic Steering allows users to set lower priority on guest usage (large vessel)
- LoRA / Maritime antennas boosts signal reception even at sea
- Hot Failover allows for constant uptime with the use of multiple WANs, if needed
- SpeedFusion Connect 5G/LTE is an easy alternate option for multi carrier connectivity

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- Is Peplink compatible with VSAT?
- How is coverage / signal at sea?

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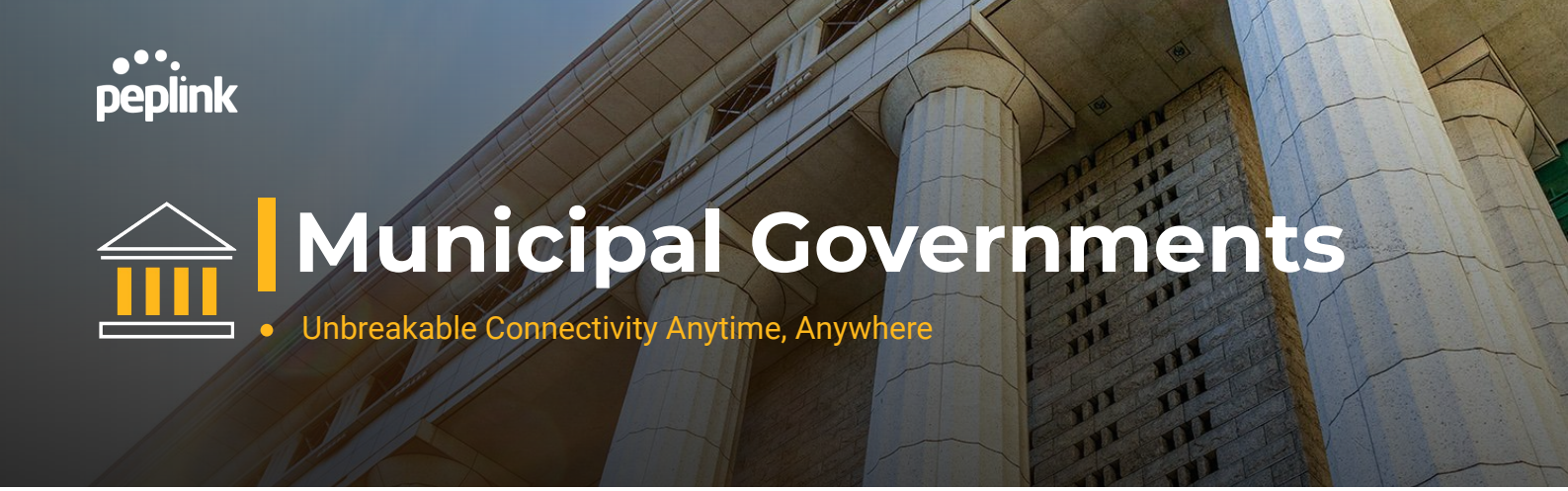

Municipal Governments

- Unbreakable Connectivity Anytime, Anywhere

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
A high level of security is expected to ensure privacy of their customers' information	High security PepVPN with Drop-in mode allows for easy integration into their existing network
Challenging conditions and high requirements for HQ setups	EPX or other powerful platforms will be able to handle most requirements
Many small branches around the country and embassies abroad	Affordable devices (e.g. BR1 Mini) for deployment in all branches
They may require compatibility with specific bands and frequencies	Our devices support certain CBRS frequencies

What other ADVANTAGES does Peplink provide?

- ICVA can be purchased if they would prefer InControl 2 to be hosted in-house
- HA Mode, which provides a backup device in the case of a device failure
- InControl 2 central management allows users to monitor and update all devices easily
- We are working on integration for the upcoming Amazon GovCloud

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- What security features does Peplink provide?
- Do we act according to government regulations?
- Do we have proper certifications?
- Do we have proper paperwork? (i.e. Qualified suppliers / resellers)

Common Requirements:

- ICVA for high security, private network
- Affordable pricing, because they need large number of devices
- Constant internet for IoT measuring gas / electricity / water, etc.

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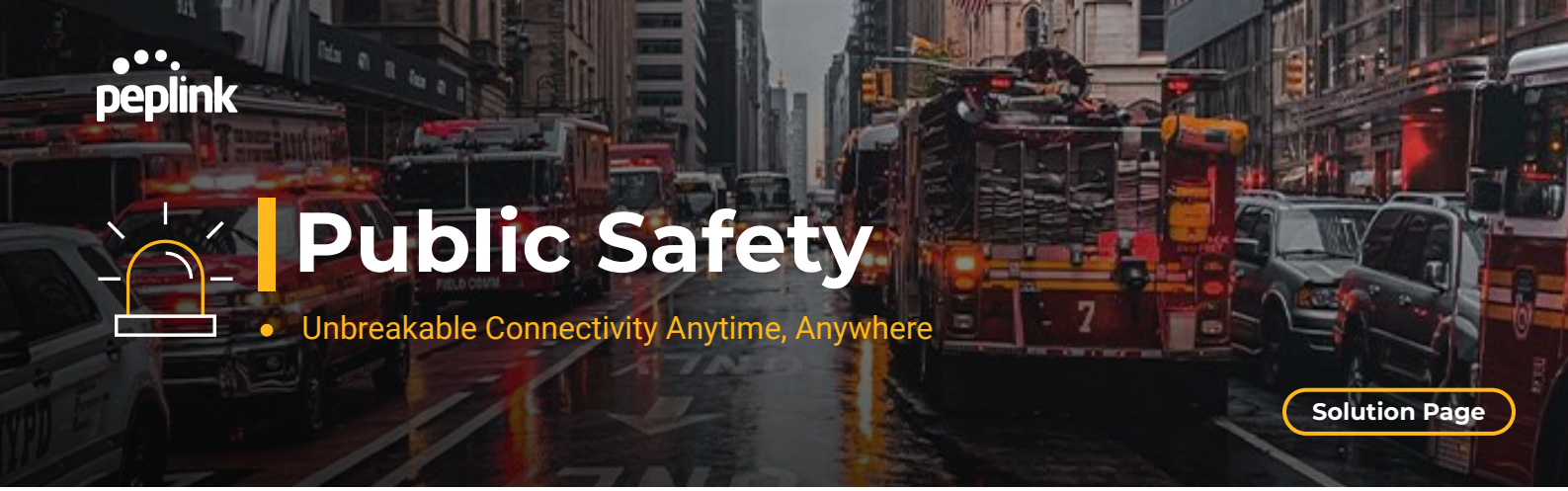

Public Safety

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
A high level of security is expected to ensure the privacy of crime scene / first responders' information	High security PepVPN with Drop-in mode allows for easy integration into the existing network
Public Safety departments have requirements on fulfilling specific communication standards (i.e. FirstNet)	Our devices are FirstNet certified and can integrate with public safety channels
High bandwidth requirements needed for sharing real-time surveillance information	Bandwidth Bonding provides affordable high speed connections via multi-cellular routers
It's difficult to set up reliable Internet connectivity in temporary locations	Multi-WAN makes for reliable connections. Ignition Sense, flexible power input (e.g. type-c / USB) & PoE output provides flexible options for setups

What other ADVANTAGES does Peplink provide?

- ICVA can be purchased if they would prefer InControl 2 to be hosted in-house
- Combine Private (e.g. B14) & Commercial LTEs under the same connection
- Traffic Steering enables setting priority for different types of network traffic
- We offer scalable solutions if the situation calls for it (e.g. Dome / SDX Pro)

What OBJECTIONS do prospects raise on sales calls?

Specific Questions:

- What security features does Peplink provide?
- Do we act according to government regulations?
- Do we have proper certifications?

Common Requirements:

- Consistent internet for security cameras / stations
- Rapid deployment (PDX/MBX)
- Physical demos

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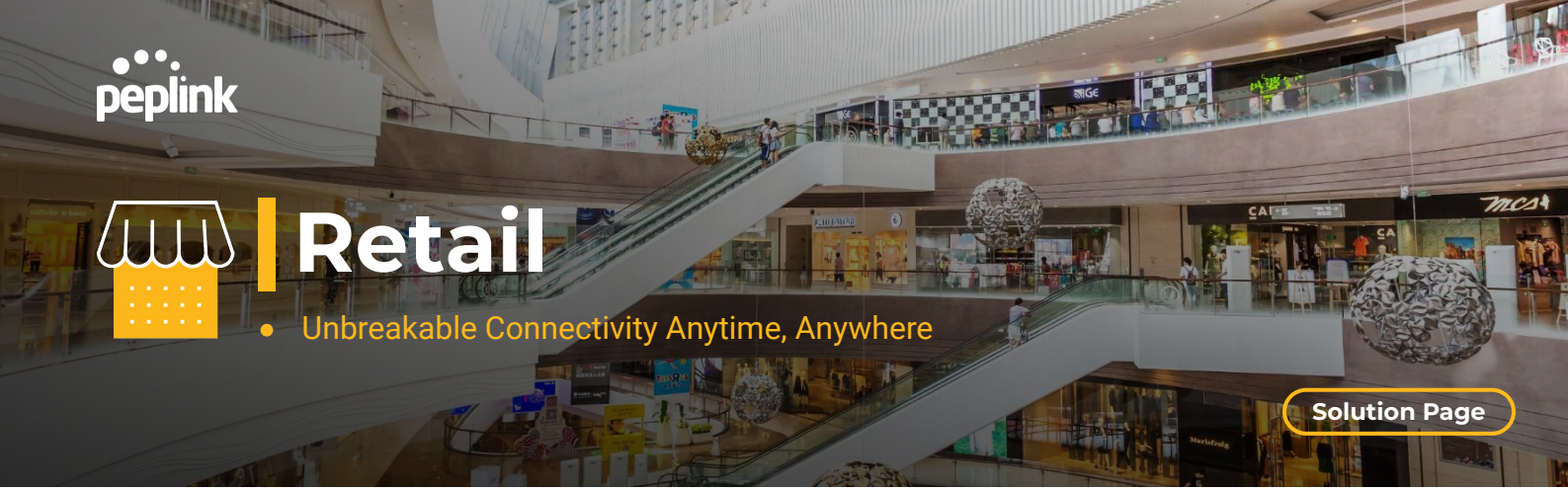

Retail

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Hundreds, maybe thousands of branch edge networking needed for retail branches	Affordable devices (e.g. BR1 Mini) for deployment in store fronts and kiosks
Guest Wi-Fi is a basic expectation of this field	Peplink routers support guest networks via captive portals, which allows for advertisements, data collection etc.
Constant uptime is needed for POS systems in stores	Hot Failover allows for constant uptime with the use of multiple WANs
Pop up store, kiosks and small booths need an easy and flexible setup in temporary locations	We provide different routers with different sizes/modems/ports for flexible deployment

What other ADVANTAGES does Peplink provide?

- InControl 2 central management allows users to monitor and update all devices easily
- Content blocking / Web filtering to ensure bandwidth isn't wasted on irrelevant network traffic
- SpeedFusion Connect 5G/LTE is an easy option for multi carrier connectivity
- Flexible Power input (e.g. type-c / USB) & PoE output provides flexible options for setups

What OBJECTIONS do prospects raise on sales calls?

Specific Qs:

- What is SpeedFusion? How to use it?

They will most likely need:

- Cost effectiveness for large number of branches

Notes:

- SD-WAN is becoming more popular because of cloud applications. An increasing number of customers may want to change to SD-WAN from existing MPLS network .

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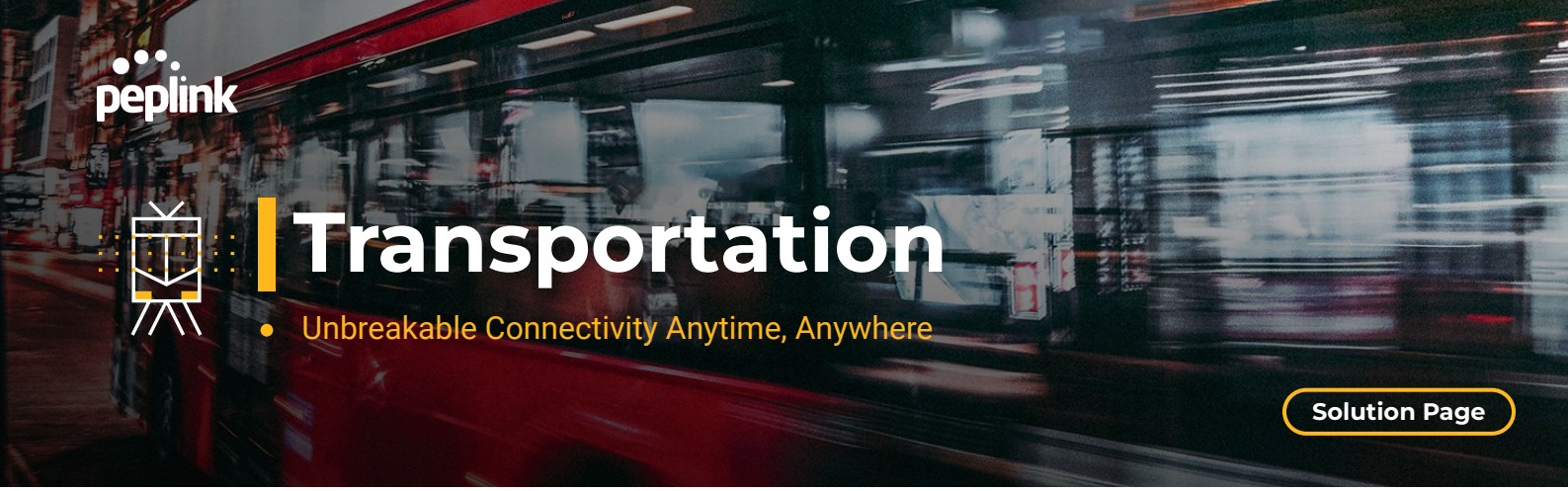

Transportation

- Unbreakable Connectivity Anytime, Anywhere

Solution Page

What Pain Points are customers dealing with?	How does Peplink SOLVE this vertical's pain points?
Connection is unreliable when on the move as the connection switches between cell towers	Multi-cellular router provides concurrent connection to multiple towers; adding Mobility Antennas also allows for better cell reception
Surveillance cameras on vehicles / stations need constant uptime for 24/7 monitoring	Hot Failover allows for constant uptime with the use of multiple WANs
Hundreds, maybe thousands of branch edge networking needed for vehicles	Affordable devices (e.g. BR1 Mini) for deployment in hundreds of vehicles
Lots of environmental challenges onsite, such as electromagnetic waves, weather etc.	Ruggedized enclosure & IP rated devices for all adverse environments
Guest Wi-Fi is a basic expectation of this field	Peplink routers support guest networks via captive portals, which allows for advertisements, data collection, etc.

What other ADVANTAGES does Peplink provide?

- Connect the device directly to the vehicle for power via Ignition Sense
- Traffic Steering enables setting priorities for different types of network traffic
- Each device has GPS functionality that can be monitored on InControl 2
- Peplink devices are durable yet do not sacrifice performance for physical enhancements
- Content blocking / web filtering to ensure bandwidth isn't wasted on irrelevant network traffic

What OBJECTIONS do prospects raise on sales calls?

They will most likely need:

- Connectivity for fixed sites / vehicles
- GPS / fleet management → Antenna +InControl 2
- Connect all devices back to HQ
- Branch connectivity

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