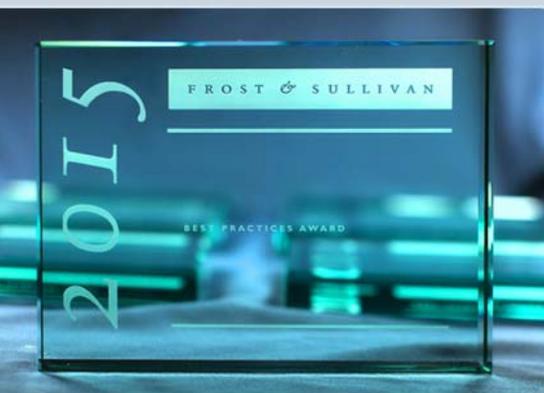




2015 North American M2M Communications
Growth Excellence Leadership Award



FROST & SULLIVAN



50 Years of Growth, Innovation & Leadership

Contents

Industry Challenges.....3

Growth Performance and Customer Impact of Cradlepoint.....3

Conclusion.....5

Significance of Growth Excellence Leadership6

Understanding Growth Excellence Leadership6

The Intersection between 360-Degree Research and Best Practices Awards.....7

Research Methodology7

About Frost & Sullivan8

Background and Company Performance

Industry Challenges

Wired networking communications are limited when it comes to meeting today's enterprise needs. Downtime and interruptions are common with legacy networks, creating pain points for organizations as the pace of business quickens and customer-facing services become more dynamic. Enterprise-level companies are challenged to successfully and securely manage multiple locations, increasing quantities of data, and mobile or multi-level consumer transactions. 4G Long Term Evolution (LTE) cellular network solutions can offer high-speed, reliable connectivity by providing non-stop Internet access that addresses wired-line fallibility without compromising operational experience. Further, connected machine-to-machine (M2M) networks enable reliable, automatic communication and reduce operational costs by minimizing the need for manpower.

Frost & Sullivan's ongoing research into M2M communications has identified Cradlepoint as a leading wireless solution provider; the company distinguishes itself in the communications market with its business continuity, parallel networking, and M2M solutions. By enabling enterprise management and distribution of data across the M2M supply chain, and by leveraging the potential of the Internet of Things (IoT), Cradlepoint extends 4G LTE networks and provides enterprises with scalable, distributed, and customizable solutions that securely enhance business processes and optimize intelligence via the cloud. Cradlepoint's multi-faceted, leading-edge offerings have contributed to the company's impressive expansion and enduring growth trajectory.

Growth Performance and Customer Impact of Cradlepoint

Founded in 2005 and headquartered in Idaho, Cradlepoint Inc. offers 4G/LTE networking solutions, cloud-based network management, 3G/4G routers, 4G/LTE network failover, M2M solutions, and in-vehicle solutions to companies across industry verticals and, increasingly, on a global scale.

Growth Strategy

Cradlepoint initially built its business and reputation by focusing on failover solutions in the retail space. After excelling in this sector and gaining valuable experience, the company recognized increasing market opportunity in broader enterprise solutions, more dependent on complex and multifaceted M2M communications. Cradlepoint's background provided it the momentum to successfully carry over its expertise and expand its solution set to meet these needs. As enterprises have come to realize that in-house networking can be costly and difficult to manage, they are increasingly seeking unified offerings. Working with customers to best implement its solutions in business continuity, parallel

networking, and M2M/IoT communications, Cradlepoint has epitomized growth leadership in an emerging and evolving market. Frost & Sullivan finds the company's integrated, cloud-enabled 4G networking solutions and LTE technology empowers enterprises to seamlessly leverage mobility for cloud-based services and applications.

Cradlepoint has extended services to industry verticals including healthcare, government, automotive, and finance—to achieve over a million successful deployments and an impressive 70% annual growth rate in 2014.

Growth Diversification and Sustainability

Cradlepoint is committed to continuously identify opportunities for growth, positioning it well for long-term sustainability. The company works diligently to identify its customers' needs through keen attention to technology shifts and the regular collection of feedback; it addresses these needs with flexible, secure, and innovative solutions. In the wake of Hurricane Katrina, for instance, Cradlepoint assisted one of the largest U.S. insurance providers to gain mobile connectivity for its field agents and redundant network connectivity (wired + 3G/4G) for its branch offices. These mobile and fixed locations required uninterrupted connectivity to access their cloud-based insurance applications to issue policies and process claims. After successfully assisting this company during a crucial time, Cradlepoint realized the need for a new solution set to provide a centrally-managed cloud-based IT infrastructure. Accordingly, the company invested in the research and development to roll out its new Enterprise Cloud Manager, and launched the next-generation version of its failover connectivity solution on April 28, 2015. This Ethernet Bridge, the ARC CBA850 cellular broadband adapter, converts 3G/4G to Ethernet to ensure uptime. Frost & Sullivan notes this next-generation solution addresses wired Internet outages, installation delays, and plain old telephone service (POTS) replacement, while also being cloud-managed, Ethernet-powered, equipped to provide out-of-band access to routers, and equipped to provide top-line failover connectivity.

Customer Purchase and Ownership Experience

Frost & Sullivan's research reveals along with its robust portfolio of solutions, Cradlepoint customers cite the ease of implementation, reliability, and the strong partnership they gain from using the company's solutions. In order to provide the most optimal solution for customers across industry lines, Cradlepoint identifies each customer's pain points, while also addressing more widespread communications hurdles. By helping improve network uptime and performance and looking at nuanced company needs, Cradlepoint reduces costs and enhances its customers' reputation in their respective industries and with end users. Enabling companies to meet standards of excellence with extended warranties, enterprise support agreements, seamless installations, and site surveys to optimize Wi-Fi and 3G/4G signal strength, the company is committed to bolstering its solution by offering a standardized level of high-quality service and support, while also ensuring the necessary

flexibility and customization to reach the widest customer base. Customer feedback is regularly collected, and the company's CradleCare support offers not only new product assistance but troubleshoots existing systems.

Brand Equity

Frost & Sullivan's research shows the Cradlepoint name is synonymous with next-generation wireless networking (LTE), consistency, and reliable service. The company has been identified as the go-to vendor for M2M LTE deployments, and this seems the result of the company's commitment to grow along with the enterprises it serves. Although there is strength in its extensive product line, Cradlepoint recognizes it is imperative that each customer achieve excellence in a variety of scenarios, and this means always thinking a step ahead. Dedicated to remaining at the forefront of technology, Cradlepoint's solutions are continuously evolving and expanding based on customer needs, which has led to the company's wide-reaching partnerships with technology companies and an extensive customer base. Cradlepoint measures its own success by the success of its customers, and it recognizes there is no 'cookie-cutter' solution. Each business has unique needs and challenges that require customized networking solutions. Not only does Cradlepoint offer reliable networking solutions, it maintains a commitment to enhancing customer business operations and ensuring user content is secure and accessible globally.

Conclusion

Frost & Sullivan's independent analysis of the M2M communications market clearly shows Cradlepoint is a nimble and dynamic company whose initiatives are founded on deep market expertise, forward-thinking initiatives, and keen implementation of customer feedback. As the market for wireless, machine-to-machine solutions adapts and grows, Cradlepoint is at the helm, anticipating market shifts. Due to its strong overall performance, innovative cloud-centric solutions, and customer focus, Cradlepoint has earned Frost & Sullivan's 2015 Growth Excellence Leadership Award for M2M Communications.

Significance of Growth Excellence Leadership

Growth Excellence Leadership is about inspiring customers to purchase from your company, and then to return time and again. In a sense, then, everything is truly about the customer, and making those customers happy is the cornerstone of any long-term successful growth strategy. Companies that excel in driving growth strive to be best-in-class in three key areas: meeting customer demand, fostering brand loyalty, and carving out a unique, sustainable market niche. This three-fold approach to growth excellence is explored further below.



Understanding Growth Excellence Leadership

Companies that creatively and profitably deliver value to customers ultimately set up their businesses for long-term, rapid growth. This is what Growth Excellence Leadership is all about: growth through customer focus, fostering a virtuous cycle of improvement and success.

Key Benchmarking Criteria

For the Growth Excellence Leadership Award, Frost & Sullivan evaluated two key factors—Growth Performance and Customer Impact—according to the criteria identified below.

Growth Performance

- Criterion 1: Growth Strategy
- Criterion 2: Above-Market Growth
- Criterion 3: Share of Wallet
- Criterion 4: Growth Diversification
- Criterion 5: Growth Sustainability

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan’s 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages over 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.