



## FAQs: Enterprise Cloud Manager PRIME

April 28, 2015

### Background

- On April 28, 2015 Cradlepoint introduced a new tier for the Enterprise Cloud Manager (ECM) network management and application platform called Enterprise Cloud Manager PRIME. The previous Enterprise Cloud Manager tier is still available, but has been renamed Enterprise Cloud Manager Standard.
- Cradlepoint will continue to enhance both tiers of Enterprise Cloud Manager (ECM) with new capabilities and features.
- ECM PRIME will be available May 5, 2015

### Positioning (which product should I consider?)

- ECM Standard: A complete distributed network management and application platform to deploy, manage, monitor, and secure your distributed network. Ideal for machine to machine (M2M) device management, failover, and parallel networks.
- ECM PRIME: Provides the same great management functionality with additional location based network management, along with additional failover network management features including cloud-secure Out of Band Management capabilities. Ideal for transportation, retail, restaurants and branch offices.

### Frequently Asked Questions

#### - What are the new features and capabilities of ECM PRIME?

- Please view the ECM Product Page on our website: <https://cradlepoint.com/ecm>

#### How do I trial ECM PRIME?

- For new ECM customers:  
Click on the “Start 30-day Trial” button on the ECM Product Page and fill out the Sign-up form:  
<https://cradlepoint.com/ecm-trial>

A temporary account will be created for you, and access credentials will be sent to your email address. You can assign up to 10 Cradlepoint routers to your 30-day trial account. All ECM Trials are for the PRIME tier.



- For Existing ECM Customers:

You can initiate an ECM PRIME Trial from within your existing ECM Standard Account. Click on “Try ECM PRIME” in the header of your ECM Standard account, and your account will be enabled for ECM PRIME, for all routers in your account, for 30-days. At day 31, your account will automatically revert to ECM Standard.

- How do I buy ECM PRIME?

- If you are a **new customer** and are not currently using Enterprise Cloud Manager (ECM):
  - Please contact your Authorized Cradlepoint reseller Partner
- If you are an **existing customer**, currently using ECM Standard:
  - Please contact our Inside Sales Team for an ECM PRIME Upgrade Quote
  - Then use the Quote to initiate purchase through your Authorized Cradlepoint Partner

**Cradlepoint Inside Sales:**

- +1 855.813.3385
- [Sales@Cradlepoint.com](mailto:Sales@Cradlepoint.com)

- What is the ECM PRIME pricing?

Product Name	Part Number	5/1/2015 Intro Pricing**	9/1/2015 MSRP	Short Description
Enterprise Cloud Manager PRIME	ECM-PRM-MT1YR	\$ 42.00	\$ 60.00	Enterprise Cloud Manager PRIME, SaaS License for 1 year
	ECM-PRM-MT3YR	\$102.00	\$146.00	Enterprise Cloud Manager PRIME, SaaS License for 3 years
	ECM-PRM-MT5YR	NA	\$244.00	Enterprise Cloud Manager PRIME, SaaS License for 5 years

**\*\*Promotional pricing valid through August 31st, 2015**

- Can I have a mix of routers on ECM Standard and ECM PRIME?

- No. Each ECM account may only have one Tier (ECM Standard or ECM PRIME), and all routers will be managed under that tier.

- What if I currently have paid subscriptions for ECM Standard and Extended Enterprise License (EEL)?

- Customers with current paid subscriptions for ECM Standard and EEL will be enabled with ECM PRIME
- Subsequent renewals will be for ECM PRIME, which includes all EEL features



- How is Out of Band Management (OOBM) with ECM PRIME better and easier to use than before?

- No configuration required, works “out of the box”
  - No Static IP address required
  - No SSH session required
- Can I manage the Cradlepoint device and multiple 3<sup>rd</sup> party device with a single management tool
  - Yes, ECM PRIME means you no longer require a separate tool for OOBM
- Adaptive to any networking environment (e.g. Cisco, Juniper, etc.)
- See **Out-of-Band Management White Paper**: <https://cradlepoint.com/white-paper/out-band-mgmt>

- What are the main differences between ECM Standard vs ECM PRIME?

- Visit this page for more information:  
[https://cradlepoint.com/sites/default/files/ecm\\_comparison\\_matrix\\_4.27.15.pdf](https://cradlepoint.com/sites/default/files/ecm_comparison_matrix_4.27.15.pdf)