

# Tractor Supply delivers reliable customer service across 2,000 remote locations with the Inseego FW2000 Outdoor CPE





## The challenge

### Remote locations, centralized management

The retailer operates largely in remote areas, often with poor connectivity and few internet options to serve its largely rural client base.

Tractor Supply required a dependable, high-speed internet connection to function both as a backup and primary link for operating POS machines, tracking inventory, and coordinating these tasks across various locations. This connection needed to provide low latency and large bandwidth, even over long distances.

Furthermore, the devices needed versatile mounting options to suit various locations, making the task even more demanding. The devices also required significant weatherproofing to operate outside in challenging conditions, from extreme heat and cold to rain and dust. Finally, centralized management of all devices was crucial, allowing Tractor Supply to monitor and troubleshoot remote units efficiently from their head office.



## Our partner

Tractor Supply is a leading agricultural retailer with 2,000 stores nationwide, selling everything from farm equipment and machinery to fencing, clothing, pet supplies, and more.

## The solution

### Long-range, flexible, reliable 5G

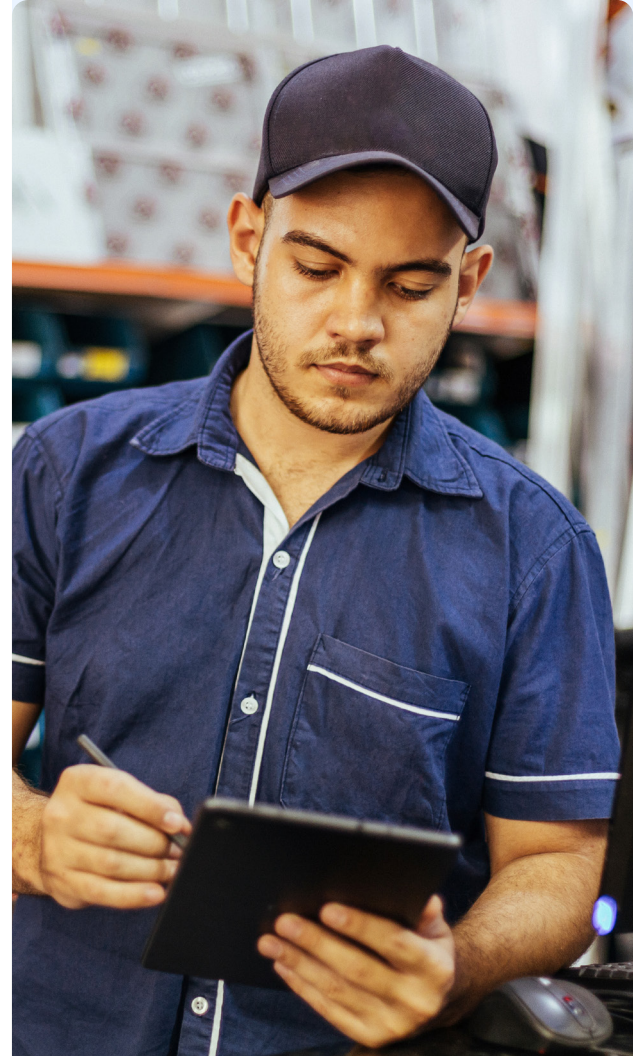
To ensure it could reliably serve its retail customers, Tractor Supply deployed the Inseego Wavemaker FW2000 Outdoor CPE device across over 2,000 retail locations.

The high-gain antennae on the FW2000 ensures that each location can now access fast and high-bandwidth 5G at long ranges of over 11 miles. With an IP67 rating against water and dust and an operating temperature range of -22°F to 158°F, every deployed FW2000 can be reliably counted on to continue operating even in challenging weather conditions and temperature extremes.

Similarly, the highly flexible mounting options of the FW2000 CPE make it suitable for any mounting position from which it can provide excellent signal quality and highly reliable connectivity.

Using the Inseego Connect app for cloud-based device management and security, Tractor Supply can efficiently manage all devices simultaneously from their head office. This makes it easier to monitor and troubleshoot individual devices as needed, including configuring settings, receiving alerts, viewing diagnostics, and managing updates remotely, without needing to dispatch a field technician to troubleshoot issues.

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## The value

### Better customer service, reliable performance

Tractor Supply enhances customer service with the dependable, high-speed 5G internet access provided by the Inseego FW2000. This technology allows for seamless over-the-air firmware updates, minimizing the need for on-site repairs and reducing truck rolls across all 2,200 retail locations.

Now, POS machines and other customer-facing, broadband-reliant devices operate at peak efficiency. High-gain antennas ensure that signal strength always remains at maximum, minimizing downtime that could be costly both in direct sales and in consumer confidence.

The flexible mounting options offered by the FW2000 simplified deployment at every retail store regardless of on-site circumstances or requirements. The Inseego Mobile app made it easy for all retail stores to determine optimal network coverage and signal strength locations, and to quickly and easily deploy devices, making a large-scale rollout much faster and more efficient.

Despite challenging weather conditions, the devices continue to operate without being damaged or impaired by heat waves, strong winds, or blizzards. The full-featured remote device management capabilities of Inseego Connect make the Inseego FW2000 Outdoor CPE a reliable investment that requires minimal time, attention, and added maintenance cost.



### About Inseego

Inseego pushes the boundaries of 5G technology to revolutionize enterprise information technology (IT) and operational technology (OT) experiences for distributed sites and workforces. With 5G at the core of everything we do, we deliver innovations that transform the way businesses connect, access, and use information.

For more information, visit [inseego.com](https://inseego.com).