



Simplify. Excite. Grow.

ExperienceIQ

Allow subscribers to easily create and enforce online rules for the users and devices in their home networks

Solution Brief



PRODUCT DESCRIPTION

ExperienceIQ® allows subscribers to easily create online rules for the users and devices in their home networks. It prioritizes the applications and devices that access Wi-Fi, protects children from inappropriate content and sets time limits for them.

BSP BUSINESS CHALLENGE

With so much of everyday life now conducted online, from work to school to leisure activity, it's increasingly important to put parameters around online activity. You can help your subscribers take control of their online lives. Increasingly, BSPs are adding Calix SmartHome residential managed services to their managed Wi-Fi offerings to create a digital storefront that can roll out premium services quickly.

CALIX SOLUTION

ExperienceIQ provides subscribers peace of mind by protecting their children from inappropriate or harmful content. It allows them to set time limits and prioritize applications and devices on the home network that access the home Wi-Fi. This is especially important for subscribers that work from home. When enabled inside the Calix CommandIQ app, ExperienceIQ allows subscribers to create a profile for each member of the household and then associate specific devices with it.

KEY FEATURES

- Prioritize applications and devices on the home network that access the home Wi-Fi
- Receive a view of the approximate time each user spends on different applications
- Use content filtering to ensure the online safety of their children and other family members
- Schedule times to prevent family members from accessing the internet or specific applications
- Set the duration for how long individual applications can be used

KEY BSP BENEFITS

- Go to market quickly – Launch ExperienceIQ simply with minimal integration requirements and market activation support
- Offer peace of mind – Subscribers can rest assured that their families are safe, all thanks to the value-added service you offer them
- Get high return with low risk – Your business will benefit from growing revenue, improved customer retention, and reducing the cost of serving subscribers the services they want.

PRODUCT DETAILS


App Usage Reporting: ExperienceIQ provides information on the amount of time subscribers spend on the applications they have been authorized to use. It analyzes all data traffic to determine how much time users are spending online broken down daily, weekly, and monthly.

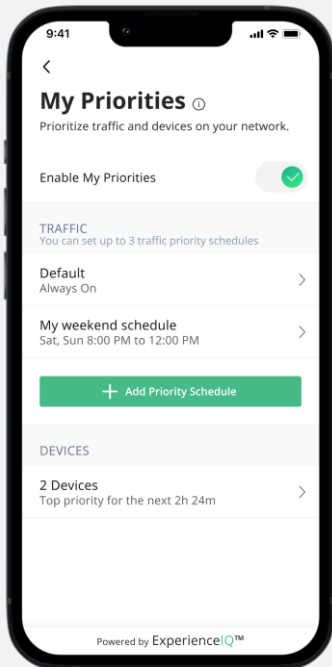
Prioritize Apps: Subscribers can prioritize the activities by ordering them from top to bottom with the most important activities on top. Once set, My Priorities will do all the work to prioritize traffic to your activities. Three different schedules are supported.

Application Filtering: Subscribers can block access to websites that host inappropriate content. ExperienceIQ includes a comprehensive list of apps that can be either blocked or allowed for each profile and can search for a specific one and then either allow or block it.

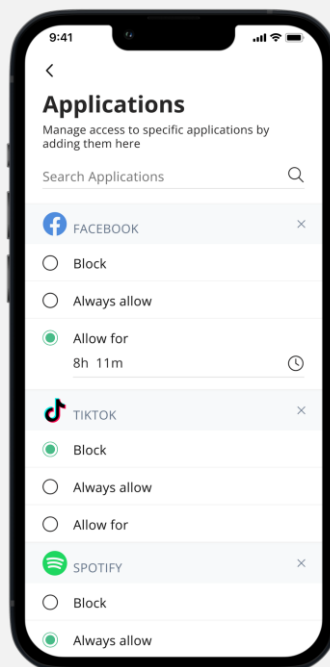
Schedule Times: ExperienceIQ lets parents schedule times during which internet access will be blocked. For each profile, subscribers can specify the days of the week and times of day when the internet will be unavailable to users.

Content Filtering: ExperienceIQ provides subscribers with a set of easy-to-use tools to protect family members, especially children, from inappropriate and potentially harmful online content. Block access to specific websites that fall into 15 predefined categories.

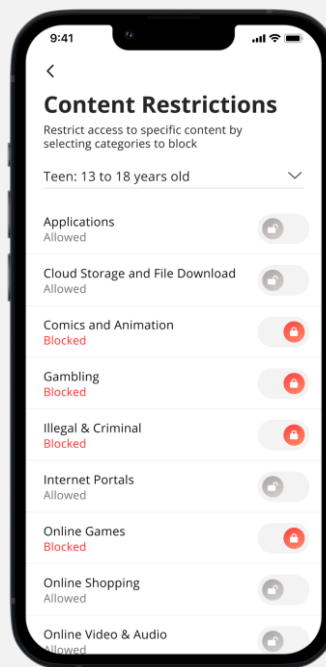
 To learn more about Calix ExperienceIQ, please visit calix.com



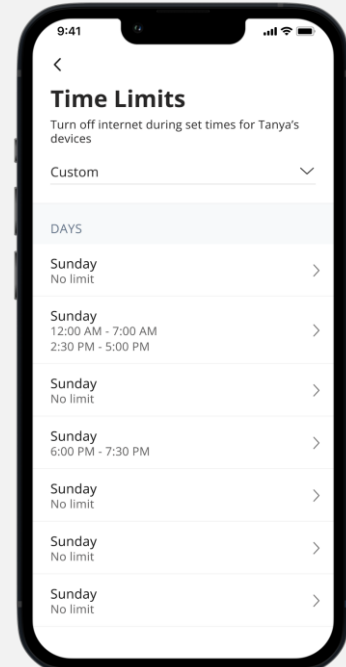
Prioritize applications and devices on the home network that access the home Wi-Fi.



Parents can set the duration for how long individual applications can be used.



Use content filtering to ensure the online safety of their children and other family members.



Schedule times during which children are prevented from accessing the Internet.

ABOUT CALIX

Our platform and teams enable broadband service providers of all sizes to simplify their business and excite their subscribers to grow the value of their business for their community for generations.

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