



Broadband service providers (BSPs) face more challenges than ever before. A shifting competitive and regulatory landscape. The need for continuous innovation to keep pace with subscriber demand. The drive to acquire, engage, and retain subscribers. And, of course, you must deliver on all these imperatives while managing limited resources.

Whether you are building a new network or growing an existing one, offering cutting-edge managed services or entering new segments, Calix Success will accelerate your growth with outcome-oriented expertise.

## **Overview**

Every BSP that invests in the Calix Broadband Platform and SmartLife™ Managed Services benefits from Calix Success. Success gives you access to hundreds of industry-leading experts with deep domain knowledge and experience, providing the guidance, delivery, support, and education you need to succeed. Success aligns with your strategic vision and goals, supporting every aspect of your business.

Working with you, we identify your top functional priorities and specific tactical areas where we can have the greatest impact. Calix Success provides effective, real-world solutions across the entire subscriber experience—from activation and troubleshooting to upgrading and deployment of critical operating functions.

## Tailored Engagements To Meet Your Needs

Just as you deliver personalized subscriber experiences, Calix Success is adaptable to your resources and capabilities. We offer a range of Success experiences to address your specific needs. We become an extension of your team, helping you fill expertise gaps or augment lean teams during peak periods. No matter the level of engagement you select, you get the right business and solutions expertise, at the right time, delivered the way you need it.

- **Digital Experience:** For BSPs that want to “Do It Yourself,” the Digital Experience gives you self-service access to expert-developed online content and always-on resources to help you get started and drive success at your own pace
- **Expert-Guided Experience:** For BSPs that prefer the “Show You How” approach, the Expert-Guided Experience allows you to tap into live expert guidance and instruction that accelerates your path to success, tailored to your business objectives.
- **Experts On-Demand:** Other BSPs want to take the “Do It With You” approach. With Experts On-Demand, you can take advantage of consulting sessions with experts who help in every aspect of network build, operation, support, and marketing.



### DO IT YOURSELF

#### Digital Experience

- Self-service access to Calix resources such as Digital Roadmaps, Calix University courses, knowledge articles, how-to-videos and webinars
- Circles of Success—Peer-to-peer best practice sessions
- Calix Community—10,000+ members, discussion forums and groups
- 24/7 phone and web-based TAC Support



### SHOW YOU HOW

#### Expert-Guided Experience

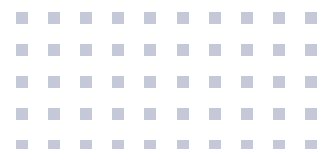
- 1:1 Sessions with business and technical experts
- Live engagement in workshops, trainings, bootcamps
- Access to the cloud and related business domain Engagement Catalogue
- Priority TAC Support queue



### DO IT WITH YOU

#### Experts On-Demand

- Project-base engagements
- Experts to assist in accelerating network and business optimization
- Dedicated instructor-led training designed with your business requirements
- Available to help in every step of the journey





## Calix Success: Foundational Disciplines

Calix Success synthesizes industry-leading expertise and decades of experience across four key disciplines—Guidance, Delivery, Support, and Education—to help you transform the subscriber experience and drive desired outcomes:

- Deploy and manage world-class networks and systems.
- Create and sustain operational efficiency.
- Grow your relationship with subscribers.

## Four Foundational Disciplines Working Together for Our Customers

### DELIVERING A TRANSFORMED SUBSCRIBER EXPERIENCE



Access to expert advisors, best practices, and success plans that are tailored to specific goals and challenges



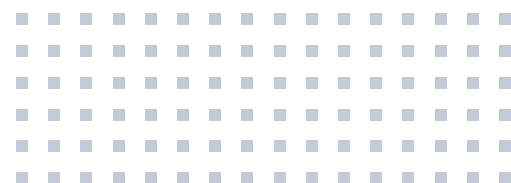
Access to experts on network design, migration, integration, and optimization



24/7 support resources, expertise, and tools for network and service availability



High-quality training and certification programs for BSP professionals



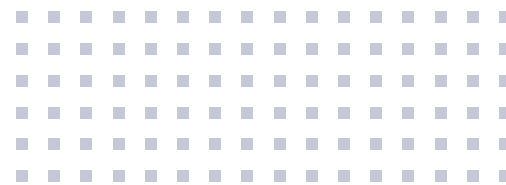


## SUCCESS GUIDANCE

Success Guidance helps you achieve your desired outcomes by leveraging expert advisors, best practices, and success plans tailored to your specific goals and challenges. Drawing on extensive domain knowledge across all areas of your business, Guidance works with you to establish relevant objectives and key performance indicators (KPIs), monitor progress and performance, and provide recommendations and feedback to advance your business. Guidance will help you optimize your operations, lower your customer support operating expenses (OPEX), grow your subscribers, increase average revenue per user (ARPU), and improve subscriber satisfaction and loyalty.

### Success Guidance programs include:

- **On-Demand Resources:** There are a variety of resources included to help you learn and develop skills at your own pace. You can begin with a digital roadmap, which leads you through topic-specific resources, answering common questions like “How do I get started with Calix Cloud?” You also have 24/7 access to hundreds of on-demand resources like knowledge articles, peer discussions and insights on the Calix Community, technical and enablement videos, and virtual engagements including Circles of Success best practice groups, office hours, and webinars.
- **Expert Engagements:** Aside from what is included and when you need more you can work with a broad group of experts across all Calix solutions and products, as well as business domain areas such as marketing and go-to-market, customer service and support, and network operations.
  - **Calix Cloud:** Engagements can include implementation assistance, Calix release readiness, and persona-focused user orientation to help you achieve and exceed your business objectives.
  - **Smart Start for Managed Services:** Plan, launch, support, and grow SmartLife Managed Services with confidence. Calix Guidance experts help you align and enable your teams with data-driven go-to-market planning, support, and installation enablement, along with actionable insights and resources to fast-track your time to revenue.
  - **Go-To-Market:** We offer a full range of workshops, resources, and creative assets to help you build your brand, develop your offering strategy, and create a campaign playbook to amplify your business.
- **Business Insights:** Using your Calix Cloud data, Business Insights (BI) analyzes trends to inform recommendations for improvement and growth. Our Subscriber Experience Analysis examines customer sentiments and perceptions to formulate an action plan to improve your subscriber experience. Other BI engagements focus on subscriber churn, subscriber acquisition, and network health and operations.







## SUCCESS DELIVERY

Success Delivery gives you expertise and assistance in areas including network design, migration, integration, and optimization to help you achieve success. We have extensive experience in delivering customized solutions for service providers of all sizes and domains. We work closely with you to understand your business goals, technical requirements, and operational challenges, and tailor our work to meet your specific needs. The Delivery team can help you achieve faster time to market, lower total cost of ownership, and improve customer satisfaction.

### Success Delivery services include:

- **Network Consulting Services:** Calix network consultants can help plan your network to match your business and service goals, aligning them with your reliability, scalability, security, and operational objectives.
- **Deployment Services:** Take the guesswork out of engineering, designing, building and configuring your new network or network expansion. Along with complete Engineer, Furnish, and Install (EF&I) capabilities, Calix offers prepackaged remote design, turn-up, and test services.
- **Deployment Enablement Services:** Calix Deployment Enablement Services drive consistent, repeatable, and high-quality execution of premises and access installations and deployments, helping you stay on time and budget
- **Broadband Performance Testing:** FCC Performance Testing compliance issues can impact your CAF monthly support by up to 25 percent. We can help you implement your broadband testing framework and assist with ongoing testing and analysis to make sure you stay compliant.





## SUCCESS SUPPORT

Success Support is your reliable partner for reaching your network objectives and providing the best service to your customers. Whether you need help with problem-solving or configuration, our skilled engineers are available to assist you 24/7. With Support, you benefit from a range of resources, tools, and insights that will help you improve the efficiency and dependability of your network.

### Success support programs include:

- **Software, Hardware, and Cloud Support:** We provide incident support for all customers, covering your Calix Cloud, access, and premises solutions. You can also take advantage of upgraded services like software updates for GigaSpire® systems, helping you save time and reduce risk, while ensuring subscribers have the latest and greatest capabilities.
- **Technical Assistance Center (TAC):** Every customer has 24/7 issue support via web submission, with follow-up by Calix Support. BSPs can opt for prioritized TAC support, including assigned technical resources, for even faster resolution.
- **Proactive Alerts:** Support sends BSPs contextual, customer-specific notifications about issues that could impact network and service uptime. Alerts offer guidance on potential issues relating to software upgrades, services, and business operations, with the goal of preventing service outages and enhancing the subscriber experience. My Checkpoint on the Calix Community gives you real-time updates on your proactive alerts and support cases. It also serves as a single point of contact for all inquiries on TAC, customer operations, order management, product repair/replacement, Success Guidance, and Success Education.





## SUCCESS EDUCATION

Success Education delivers high-quality training and certification programs. Anchored by Calix University, Education offers provides a full range of flexible and customized learning solutions. Options include including online courses, instructor-led classes, and on-site training to suit your learning style and preferences. Education can help you and your entire organization learn new skills, update existing knowledge, attain credible certifications, and advance your careers. Education makes a vast array of resources available with no subscription, including cybersecurity awareness and workforce development training that can help BSPs secure 25 percent more funding through federal grant programs.

### Success education programs include:

- **Solutions Academy:** Calix solutions training accelerates your time to knowledge and proficiency on the comprehensive Calix Broadband Platform. Curated learning plans for your role take the guesswork out of selecting the courses you need, with professional certification options to showcase your proficiency. Take advantage of nearly 100 courses through enterprise subscriptions for access and premises solutions or individual subscriptions covering the entire Calix portfolio.
- **Broadband Academy:** A self-guided, online curriculum available free of charge, Broadband Academy helps business and community leaders navigate the process of building a successful broadband business. Lessons cover the fundamentals of funding, planning, deploying, marketing, and operating a broadband network. Unique in the industry, Broadband Academy offers courses designed specifically for tribes and electric cooperatives.
- **Cybersecurity Awareness:** You can build your knowledge and keep your communities safe with free introductory cybersecurity courses delivered in partnership with the Cybersecurity and Infrastructure Security Agency (CISA).
- **Workforce Transformation:** Bridging the current skills gap by increasing awareness and access to careers in broadband is vital to BSPs' long-term success. Our Workforce Transformation Playbook supports BSPs with the practical evidence-based strategies and actionable instruction they need to find, upskill, retain, and scale their teams.







## Delivering Measurable Customer Benefits

Calix Success empowers BSPs to transform the subscriber experience and drive better business outcomes. Service providers that partner with Calix Success see measurable benefits across their business, including:

- **Faster deployment and expansion.** STE accelerated an extensive network transformation project, completing the upgrade 75 percent faster than if they deployed on their own.
- **Accelerated subscriber acquisition.** City of Pharr exceeded their acquisition goals, growing subscribers 788 percent in one year, while transforming from worst-connected city in the U.S. to award-winning.
- **Faster time to revenue.** Sterling LAMB automated many of their previously manual operations processes, so they can turn up subscribers 67 percent faster, accelerating their time to revenue.
- **Increased ARPU.** Highline launched personalized bundles of residential services and grew ARPU by 15 percent in 6 months.
- **Higher annual revenue.** OTTC differentiated with security-focused SmartHome™ services and grew annual revenue 25 percent.
- **Improved first call resolution.** Silver Star Communications standardized their troubleshooting processes to increase first call resolution by 83 percent and cut unnecessary truck rolls by 41 percent.
- **Higher network and service uptime.** Citizens Telephone Cooperative achieved their goal of reducing outage time—in five months, Citizens cut their mean time to restore by 88 percent, helping ensure subscribers stay up and running.
- **Higher subscriber satisfaction.** NextLight optimized their subscriber support to reduce inbound support calls by 8 percent while increasing subscriber satisfaction to 98 percent.
- **Higher Net Promoter Score<sup>SM</sup> (NPS<sup>®</sup>):** Norvado undertook a subscriber experience analysis that helped them boost their NPS by 33 points, an astounding 206 percent.



No matter where you are on your broadband journey, Calix Success is with you every step of the way. Working together, we can help you maximize your investment in the Calix Broadband Platform and SmartLife Managed Services, empower every function of your business, and drive better business outcomes.

**Learn how Calix Success can help you achieve your goals—[Schedule a consult today.](#)**

Net Promoter<sup>®</sup>, NPS<sup>®</sup>, NPS Prism<sup>®</sup>, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter Score<sup>SM</sup> and Net Promoter System<sup>SM</sup> are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.