

Go Beyond Speed Testing and Assure Network Performance and the Subscriber Experience

To stay relevant in today's hyper-competitive market, broadband service providers (BSPs) must focus on two key differentiators: operational efficiency and delivering a premium subscriber experience. In fact, 95 percent of BSP executives noted that they must focus on operational efficiency to deliver a consistent subscriber experience and remain competitive.¹

The Calix Broadband Platform is an end-to-end solution that integrates systems and services, drives operational efficiency, and delivers an exceptional subscriber experience. The platform unlocks new ways to collect and analyze data at the network and service levels. More importantly, by consistently managing all systems and uniting teams around the same data, BSPs enable actionable insights that help optimize processes, improve network performance, and deliver a personalized subscriber experience.

The comprehensive capabilities of the Calix Broadband Platform, integrated via Calix Cloud®, assure the broadband experience. It combines speed and performance testing, reporting and monitoring tools, professional services, and guidance. This integrated set of tools simplifies operations, fosters innovation, and supports growth for BSPs.

Calix has conducted
more than

2
billion

regulatory speed
tests since adding
FCC performance
testing to the
Calix Broadband
Platform—74 percent
of all federally
funded BSPs in the
U.S. rely on them.

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Capabilities To Assure The Broadband Experience

SPEED AND PERFORMANCE TESTING

Troubleshooting and resolution

Calix Service Cloud incorporates a range of testing tools that help frontline support teams rapidly resolve subscriber issues and validate the service experience. It provides flexible multi-gig speed testing of up to 10 Gbps, including TR-143, ensuring subscribers get the benefits of their service tier in any market. For BSPs with geographically dispersed markets, this multi-gig testing supports multiple servers to improve latency and drive optimized testing results.

Testing for network performance

Both support and operations teams can leverage a fully integrated solution that simplifies speed and latency testing for the latest generation of Calix optical network terminals (ONTs) to validate network performance and improve first-call resolution. This capability is in both Service Cloud and [Calix Operations Cloud](#) and can be utilized by customer support and network operations teams directly at the ONT without requiring access to additional dedicated test equipment.

FCC testing

BSPs can ensure compliance with various FCC regulations and standards by using [FCC Performance Testing](#) in partnership with Ookla to run tests and support FCC reporting, ensuring you meet your federal funding obligations.

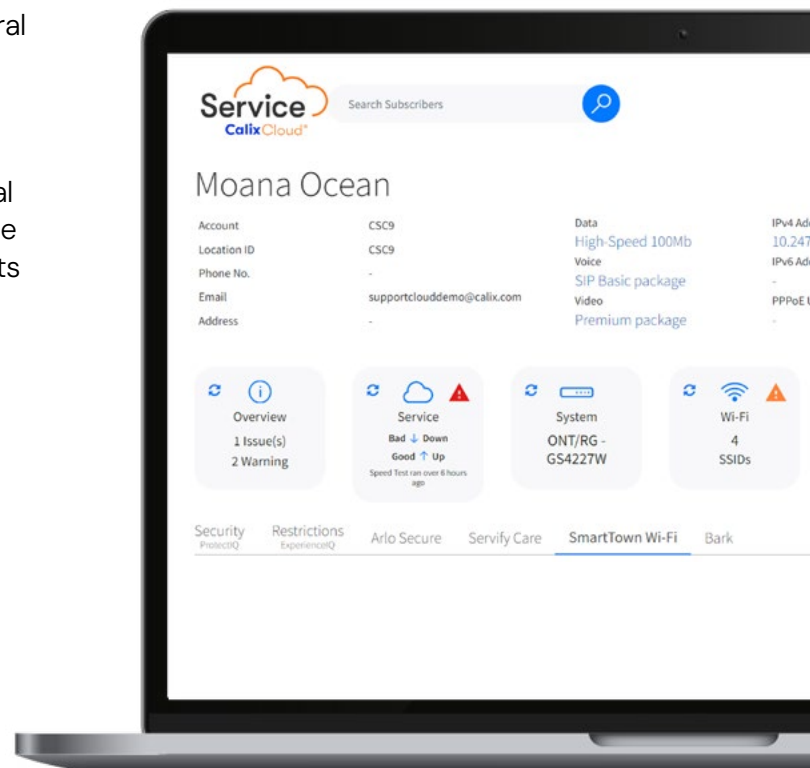
Subscriber self-testing

Subscribers can take advantage of speed testing to understand and self-monitor their service. Residential subscribers can access speed testing tools within the CommandIQ® app, and small businesses can run tests using the CommandWorx app.

Service providers currently analyze only

52 percent

or less of network data due to the complexity of dealing with disparate systems.





MONITORING AND REPORTING

Automated notifications and alarms

Operations Cloud uses the latest automation technologies to ensure that relevant teams get the critical information they need in a format they understand. This enables teams to quickly identify and resolve network outages with minimal impact on subscribers.

Proactive health monitoring

Operations teams access a range of network health KPIs via a single dashboard in Operations Cloud. Monitor ONT and OLT ports for performance degradation (e.g., light levels dropping behind a predefined threshold) and take action to avoid failure.

Scheduled reporting

By setting network events and traffic analytics reports to be delivered on a timely basis, operations teams can identify network anomalies or understand traffic trends over time without analyzing reams of data.

Subscriber segmentation

Capabilities within Operations Cloud allow BSPs to quickly filter and locate high-priority subscribers using geo-mapping to prioritize them for immediate support and issue resolution.

By closely integrating operational functions into a single platform, service providers are scoring

9.9
out of 10

in customer satisfaction ratings.

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EXPERT GUIDANCE AND SUPPORT

Professional services

The [Calix Professional Services](#) team works with BSPs to reduce risk and overcome challenges when designing a broadband assurance program. This includes deployment and enablement services and ensuring regulatory compliance. Regular monthly reviews provide actionable reporting, plus updates on best practices and the latest regulatory developments—ensuring you always stay compliant and your federal funding remains protected.

For example, a Calix Professional Services expert works with your team to implement a broadband testing framework to ensure that quality of service indicators—such as speed and latency—are meeting the levels mandated by federal funding. This ongoing engagement is about more than just creating test reports. Calix provides analysis on ways to resolve testing failures and routing issues, and how to identify broadband performance problems that impact the subscriber experience.

Expert guidance

[Calix Success Services](#) provides resources and professional guidance to achieve and exceed broadband assurance objectives, accelerating time-to-value and ensuring a maximum return on investment.

This includes educational services to help train and certify teams to use the Calix Broadband Platform assurance tools. These services boost technical skills and knowledge, particularly useful for smaller teams that work across multiple departments. Further guidance is available to help align people, processes, and systems to drive operational efficiencies via expert consulting, knowledge transfer, and best practice sharing.

Operations Cloud
is helping service
providers reduce
mean-time-to-
repair from six
hours to

90
minutes

thanks to
increased network
visibility and alarm
functions.

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Benefits

Fully validate the subscriber experience

Ensure your subscribers' service experience by leveraging the broadband assurance capabilities on the Calix Broadband Platform. Both operations and support teams gain a complete picture of the subscriber experience and how to enhance it—contributing to subscriber satisfaction.

Complete speed testing flexibility

Market-leading speed and performance testing tools are integrated into the Calix Broadband Platform, simplifying operations. With a range of testing options, BSPs can easily scale their speed and performance testing needs from funding requirements to support troubleshooting and open access network performance.

End-to-end platform integration

By integrating everything on a single platform, BSPs ensure consistency across all access and premises systems. This means accessing the same tools to assure the broadband experience—such as speed testing and network monitoring—across a range of ONTs and Wi-Fi systems.

Address network issues proactively

Effectively assuring the broadband experience requires a 360-degree view of everything happening in your network. The reporting and monitoring capabilities inherent in the Calix Broadband Platform provide your teams with complete network health insights and how they trend over time, enabling proactive action.

React quickly to the unexpected

Automated, real-time communications unify all relevant teams around the same data, delivering the critical information they need when they need it. What used to take hours to determine now takes seconds, dramatically reducing response time in outage situations and improving the customer service experience.

Ensure regulatory compliance

To better navigate the complexities of quarterly testing, BSPs can leverage the Calix Broadband Platform and expertise from Calix Professional Services for performance analysis and insights that help avoid financial penalties. This enables BSPs to execute the required testing at scale and support their funding journey.

Expert guidance and support

Need help bringing your broadband assurance strategy together? Consider the Calix Professional Services and Customer Success Services teams the “easy button” for your network transformation—helping to design, deploy, and execute a winning strategy while alleviating the burden on in-house teams.

ⁱ Source: State of the Broadband Service Provider 2023, HeavyReading (2023).

ⁱⁱ Source: 74 Percent of Federally Funded BSPs Trust Calix for Compliance Reporting, Surpassing 2 Billion Tests Performed in Just 3 Years, Calix News Release, Calix News (April 2024).

ⁱⁱⁱ Source: Want To Deliver Award-Winning Subscriber Satisfaction? Transform Your Operations, Juan Garcia, Manager, Network Operations and Engineering, City of Longmont, (Calix Blog, September 2023).

^{iv} Customer Support Teams Can Now Access Relevant Operational Insights in Calix Cloud With One Click To Drive Faster Issue Resolution, Calix Press Release (November 2023).

The Calix Broadband Platform integrates all of these assurance capabilities and benefits together. By doing so, BSPs gain end-to-end visibility of everything happening in the network and across all subscribers, services, and systems. Teams have the insights they need at their fingertips to identify issues, resolve problems, and serve the subscriber more effectively. This enables you to deliver reliable, high-quality broadband services and differentiate from the competition.

Discover how BSPs implement comprehensive broadband assurance strategies on the Calix Broadband Platform. [Schedule a consultation today.](#)