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Managing the User Experience



~~Managing~~ Owning The User Experience

Stephen Eyre, VP Calix Partner Ecosystem
Canada's Rural & Remote Broadband Conference
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Agenda

- Beyond Just Broadband
- The 1-2 Punch of Today's Home
- Embracing The Full Opportunity
- Rethinking The Problem Space
- Building From The Bottom Up
- What's Required To Thrive

Beyond Just Broadband

2019 **CALIX**

CONNEXIONS

INNOVATION AND
LEARNING CONFERENCE

IT'S
YOUR
TIME TO
LEAD.

#ConneXions19

Speed is not enough...
The battleground is experience



The 1-2 Punch of Today's Home



37%

say Wi-Fi is slow at least once a week

22%

of households have Wi-Fi extenders

11%

have whole home Wi-Fi mesh networks

50%

of calls to customer care are Wi-Fi related



Everyone wants access to your subscribers



Competitive
Service Providers



Hardware
Manufacturers



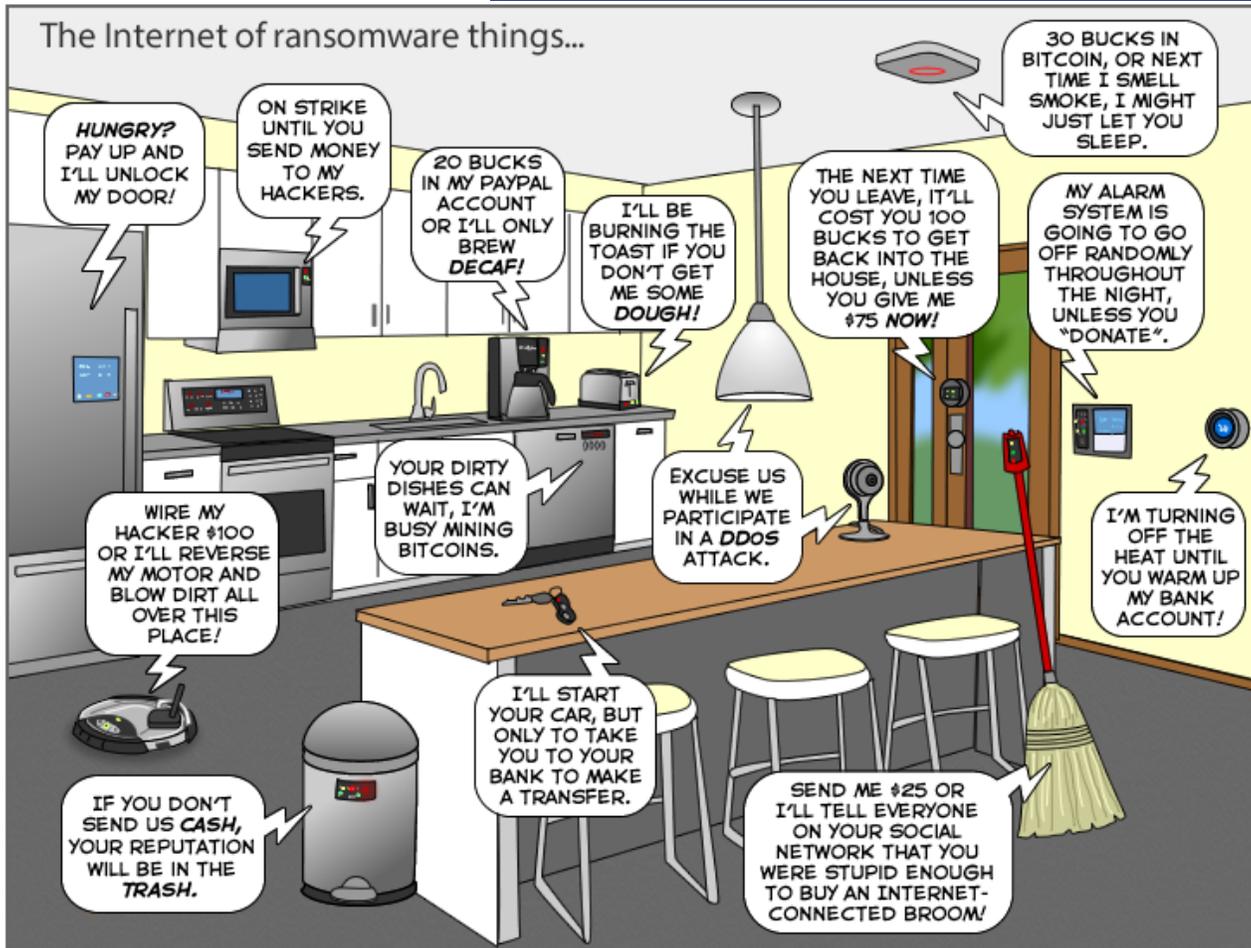
Home Invaders:
Google / Amazon

Embracing The Full Opportunity



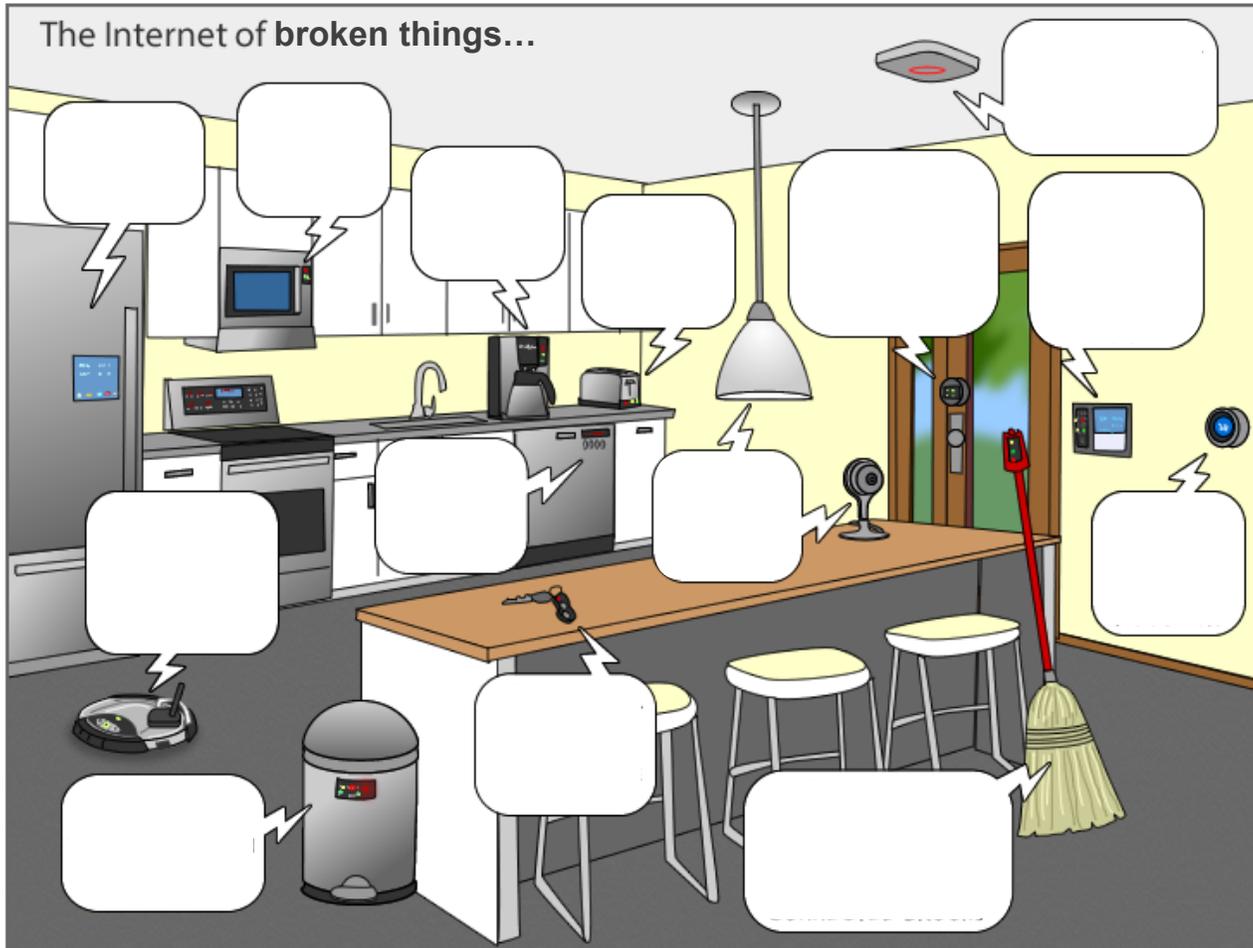
The
connected
home is
happening.





The
connected
home is
vulnerable.





The
connected
home is
hard.



The
connected
home is **NOT**
the point.



It's about
the **people**,
and their
experience.



The Full Opportunity

Provide the best subscriber experience to **eliminate churn, grow revenue and attract new subscribers.**



Rethinking The Problem Space

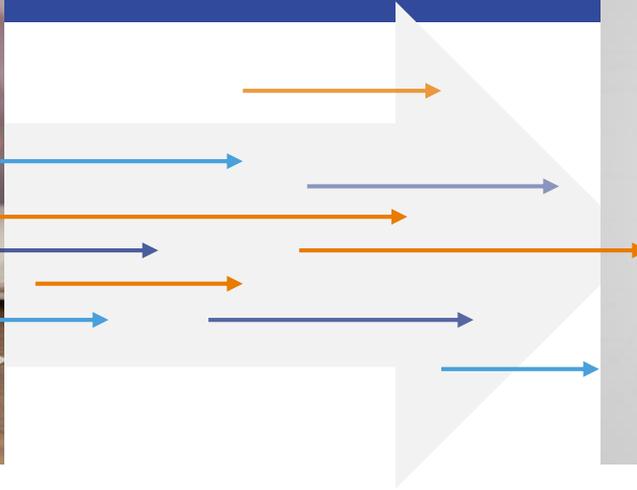
A Change in Perspective

Start thinking about the premises business in a new way.



Old Mindset

Focused on capital cost savings and squeezing out narrow margins by limiting the costs of the CPE you put in the subscribers' homes...



New Mindset

Focuses on a revenue opportunity where you invest in a platform that can scale your revenue through a stream of value added services layered on top.

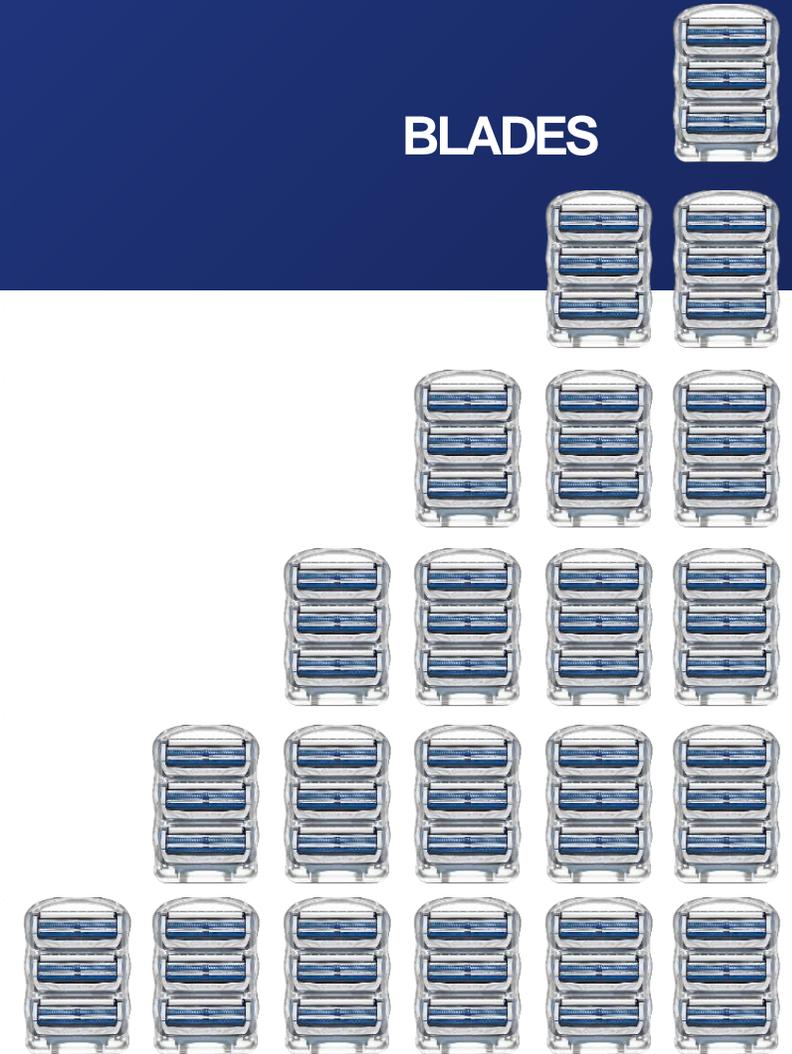


The New Approach

RAZOR



BLADES



Building From The Bottom Up

It Starts With Managed Wi-Fi



Step 1

Managed Wi-Fi Offer



Step 2

**Managed
Whole Home Wi-Fi Offer**

It Starts With Managed Wi-Fi



Step 3

Managed
Whole Home Wi-Fi Offer

Step 4: Smart Home Solution Bundles



Parental Controls

*Protect
your kids*



Network Security

*Protect your
home network*



Child Safety



Home Automation



Vaca. Home Monitoring



Illustration

Parental Controls & Network Security

‘Foundational’ Parental Controls already in EXOS:

- “Disconnect Suzy’s iPad Wi-Fi NOW”

Adding more complex Parental Controls + Network Security allows:

- “Give Suzy access from 4-5:30pm daily & Tommy from 3-4pm daily”
- Content filtering
- Protect all devices on the home network
- Anti-virus & anti-ransomware
- Protection of Malicious website access



Bundle multiple applications to add further value (1+1=3)

Parental Controls + Network Security = Family Safe Bundle



What It Will Take To Thrive

It takes a
coordinated
effort across your
whole company

1. Networking
2. Product Management
3. Product Marketing
4. Customer Care
5. Billing
6. Etc.



THANK YOU!

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