

Delivering on the Value You Promise

Empowering Broadband Providers to Elevate Remote & Rural Communities through Exceptional Experiences.



CRRBC Eastern – Orillia 2025

Remy Soubry | Senior Success Account Manager, Calix Inc.

The What & Why

JOB OPPORTUNITIES

ONLINE LEARNING

VIRTUAL TELEHEALTH

Embrace the Mission:

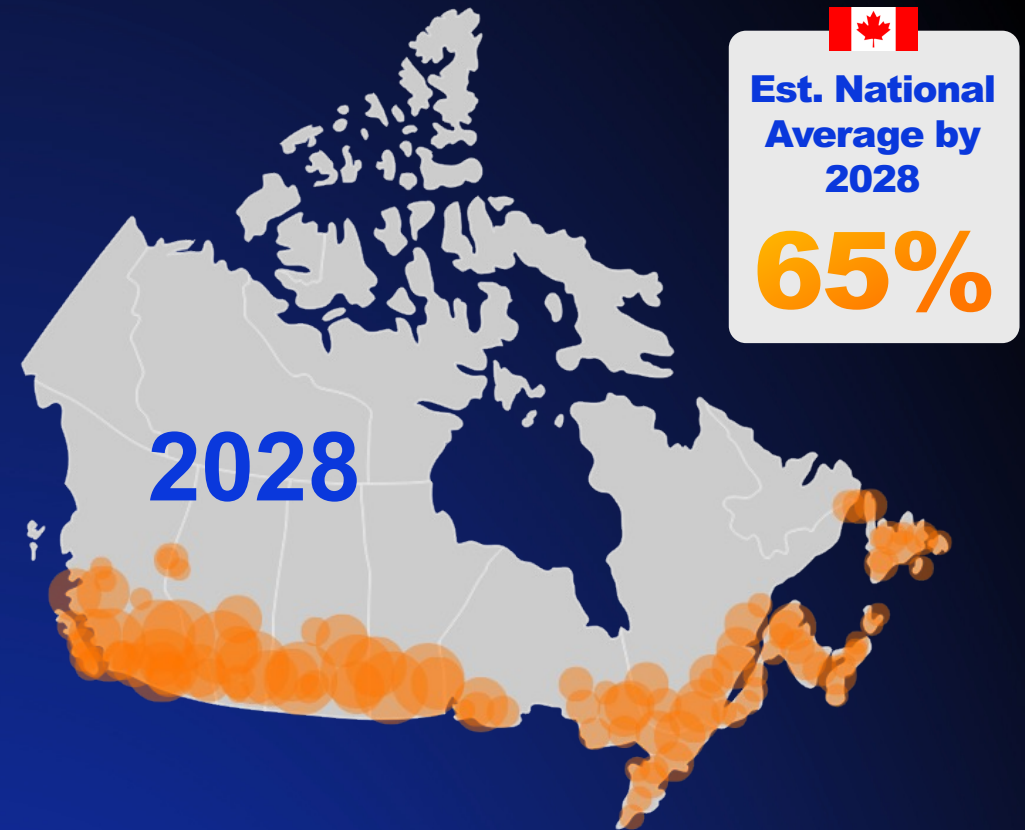
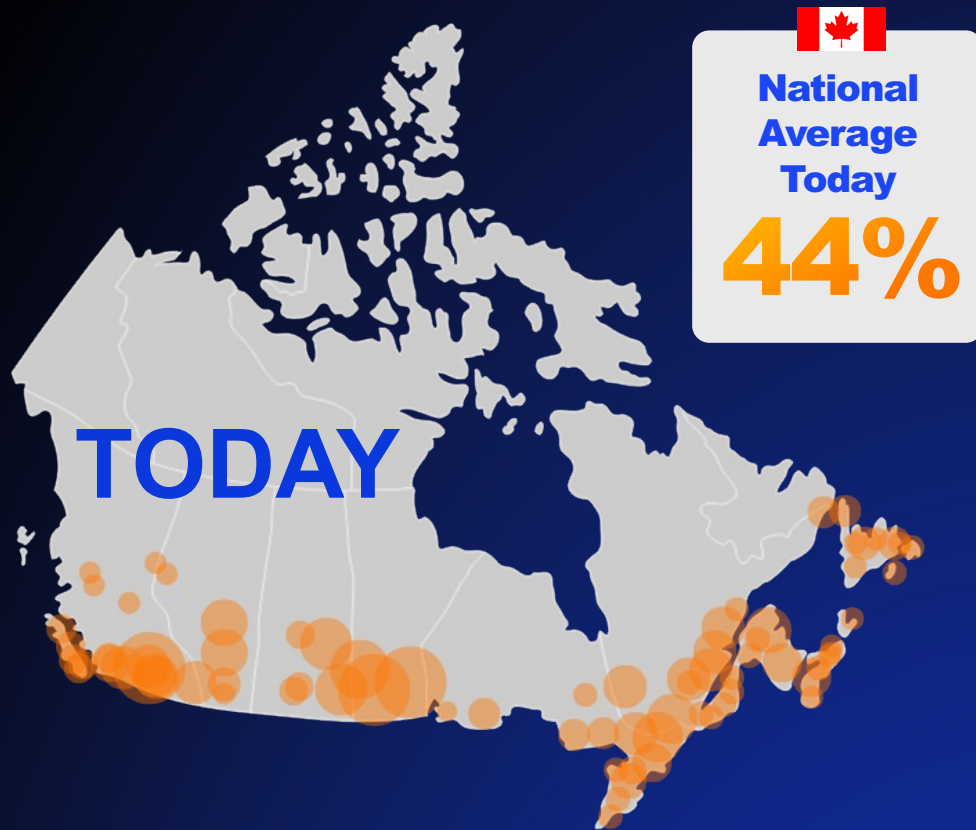
**Building for the
Future Generations**

SMALL BIZ GROWTH

FIRST RESPONDERS

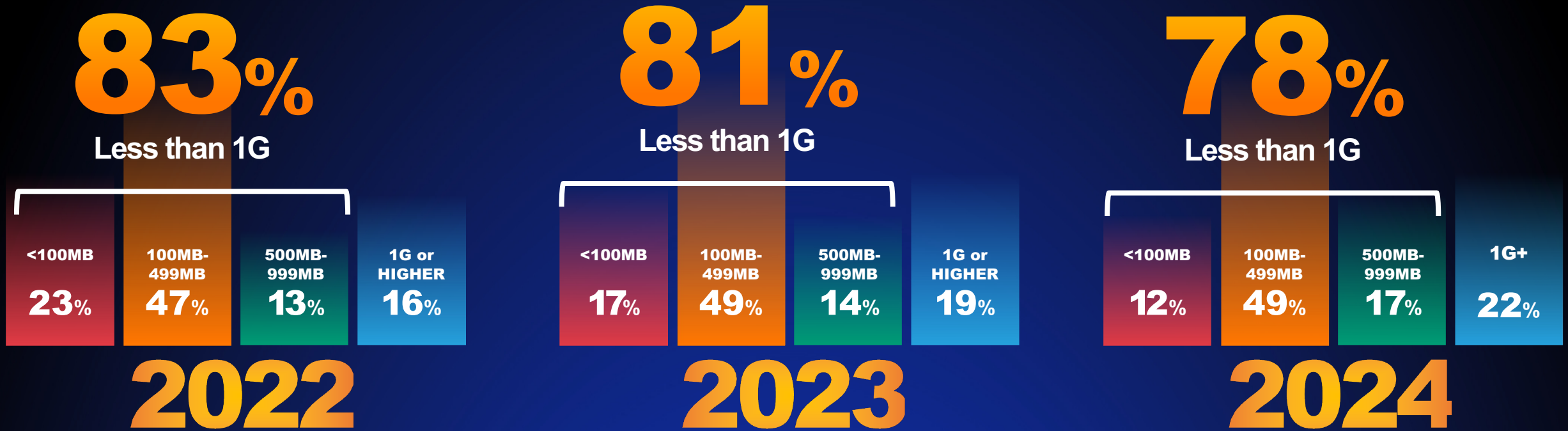
COMMUNITY EVENTS

Fiber Deployments are Exploding



After a point, speed is no longer a differentiator

100+ BSPs Surveyed



Simplify. Innovate. Grow.

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More than just an internet connection

Community Partnership vs.

~ Jerry Grunire
Buyer-Vendor Transactional Relationships

- Connected Community Programming
- Local Commerce Support
- Safe connection to online education, healthcare
- Sharing with future generations

Community-First = Check Mate



Evolving Consumer Behavior

Commodity



\$200

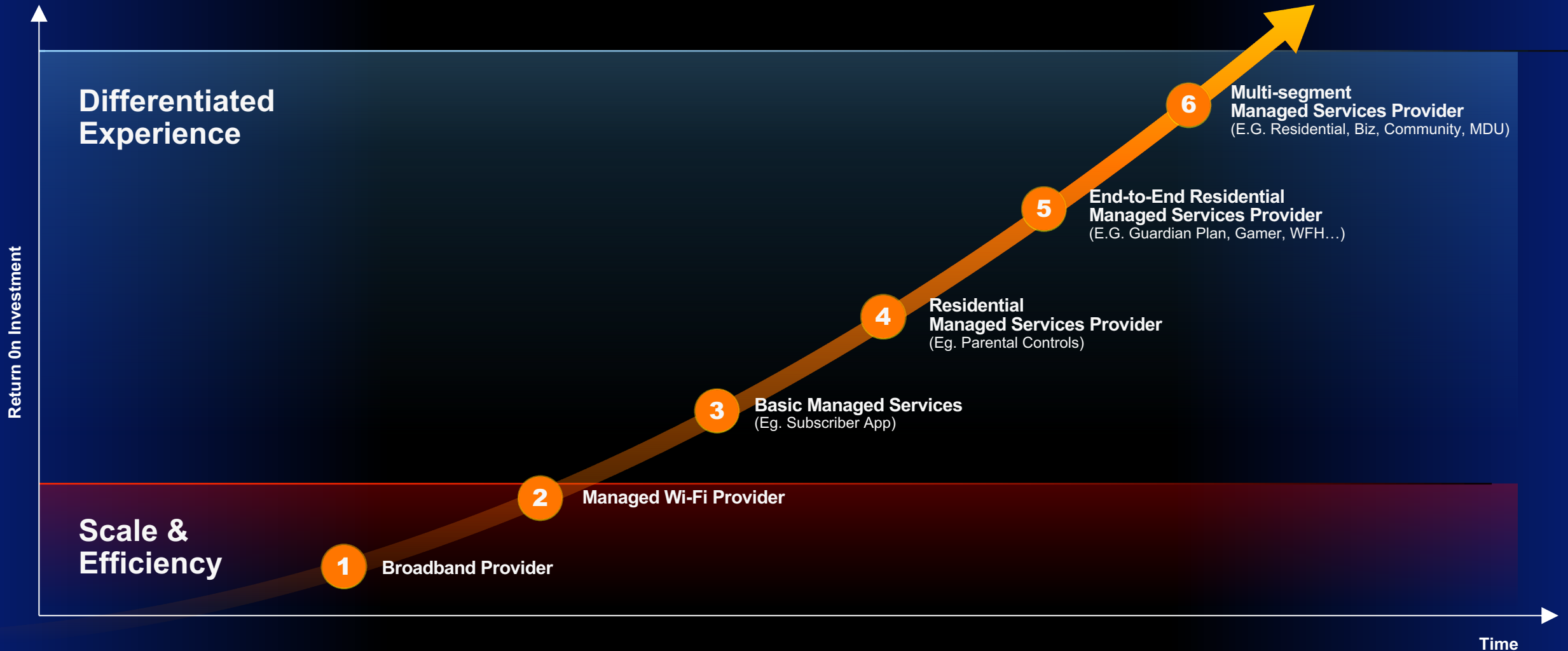
Experience



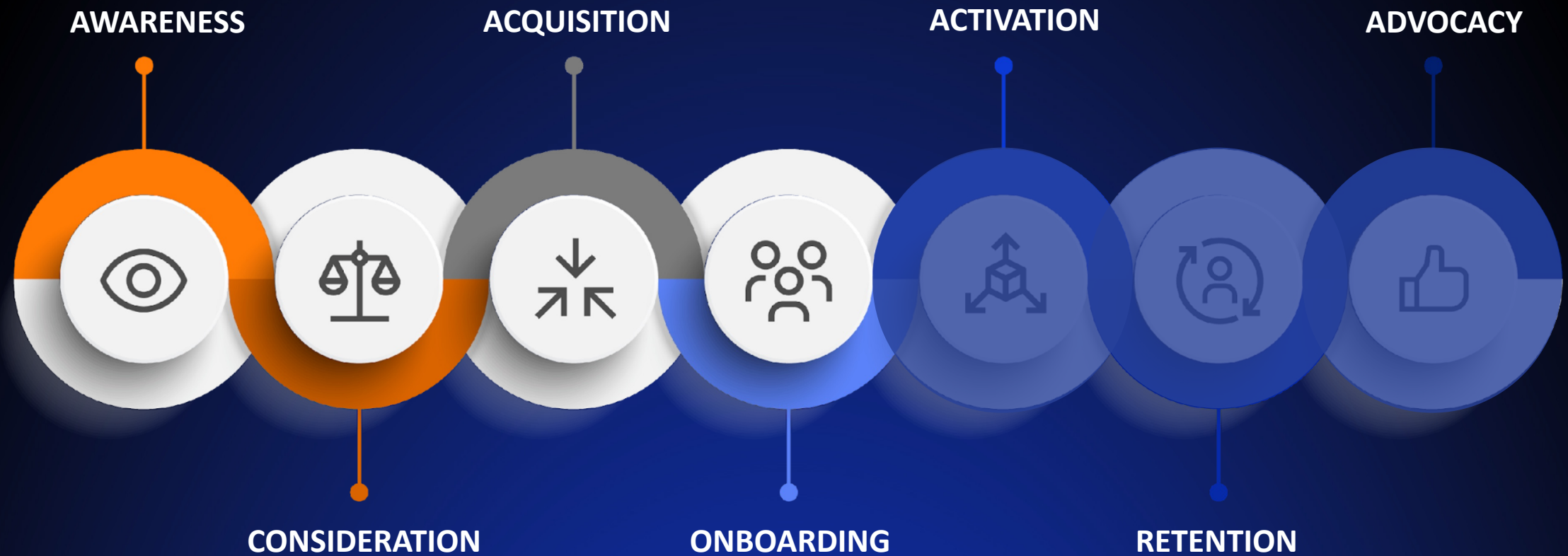
\$8,000



Provider Evolutionary Journey



The Buy to Inspire Journey



Deliver an Exceptional Experience

Go Beyond the Service

Engage & Serve

- Engage the economic development office
- Train businesses to get online
- Digital Literacy education for youth & elders

It's about more than emails or social media in many of these communities.

It's about what you're doing IN the community.

#FaceTime



Community Stories

MOHAWK NETWORKS, LLC

- Akwesasne, NY, USA
- Full Tribal Ownership & Operations
- 3-Part Plan focused on customer experience, revenue diversification, and expansion beyond territory
- Reduced truck rolls by 80% to redirect workforce toward projects with longer-term value.

“We needed to think about business vitality for the long term. By creating a three-part plan, we could ensure our team had growth opportunities and that the business would remain sustainable over the long term.”

- Allyson Mitchell, General Manager



Simplify. Innovate. Grow.

Connected Communities Programming

BEACON BROADBAND (OR)

- Brookings, OR, USA
- Connected Senior's Program
- Community Elder-Inclusive course involving local high school seniors as educators
- Safe search [billing, health], email set-up, device connection and feature comfort + cross-generational relationship building



**BEACON
BROADBAND**

Powered by
Coos-Curry Electric
Cooperative

*"You have no idea what it meant
to **get an email from my 92-
year-old mother.**"*

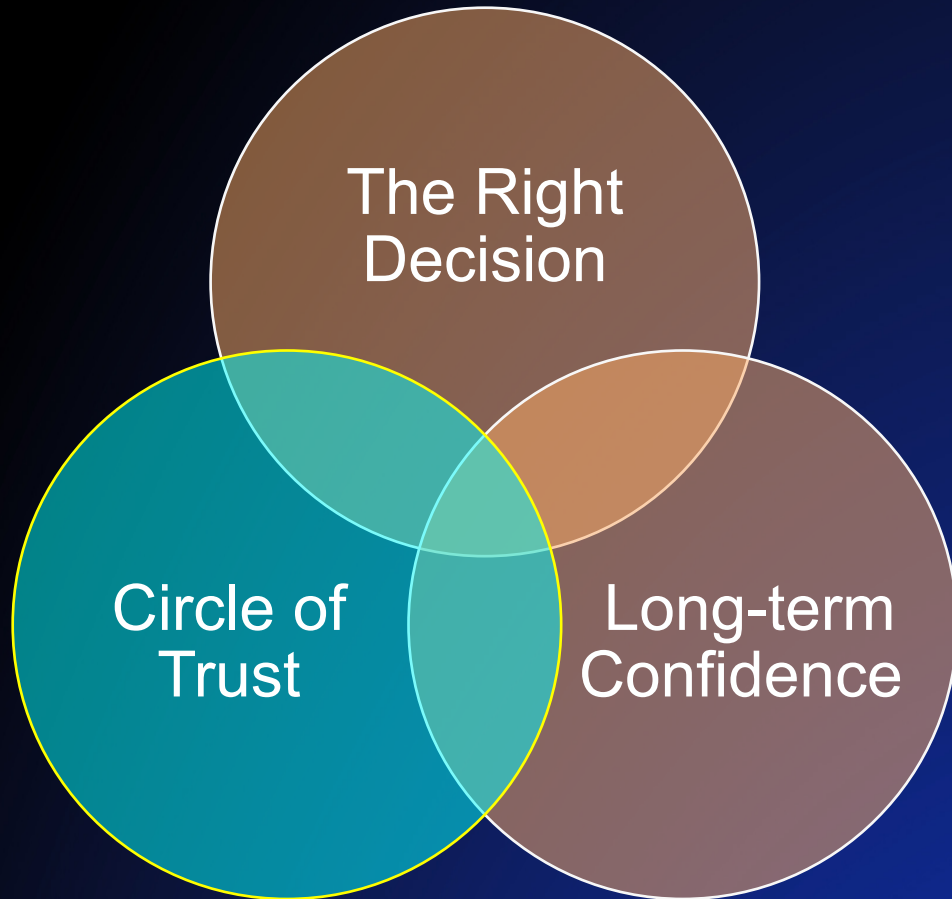
***"It's important that the community knows
we're here to support."***

*The Connected Senior program delivers an
intergenerational learning experience that helps
seniors navigate the online world, strengthens
network security and sparks student
interest in broadband careers."*



Simplify. Innovate. Grow.

Exceptional Experience (Customer POV)



Circle of Trust

- Welcome
- Understanding & relatability
- The best solution and why - kept simple
- Ready to educate
- Selfless approach – customer priorities first
- Belief in the brand



Who Am I?

- Worked at Father's Tire Shop in High School
- Baylor University – Communications
- Broadcast Journalist - 48 hours with Dan Rather
- Married and opened a small home goods store
- Built one of the most popular and well-known interior home brands in the country
- Entrepreneur, interior decorator, TV personality, and author
- Collective worth \$50 million



Product Positioning

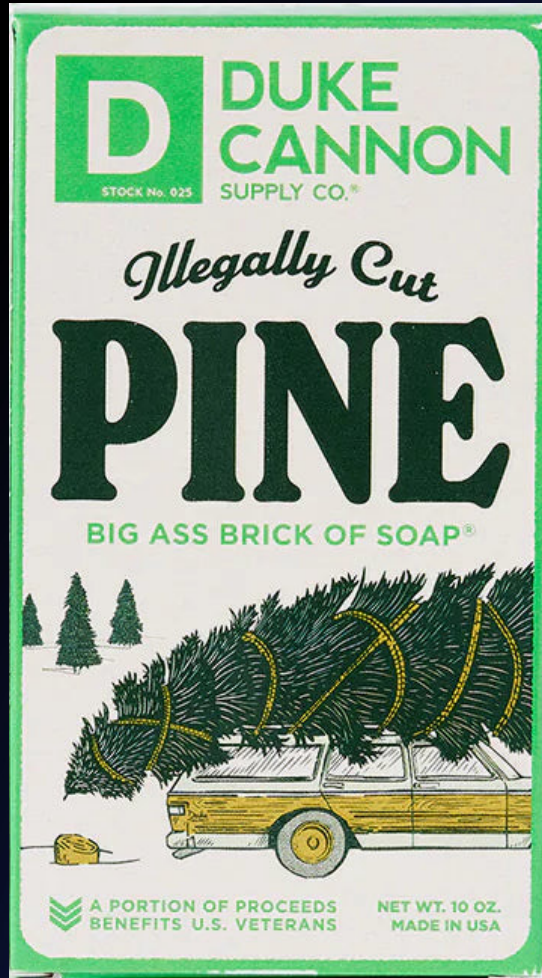


- **2-Pack Convenience:** Includes two 3.2 oz bars for lasting freshness.
- **Invigorating Scent:** Classic Original Clean fragrance for a revitalizing shower experience.
- **Skin-Friendly Formula:** Free from parabens and phthalates, ideal for daily use.
- **Nourishing Ingredients:** Made with flaxseed oil to help maintain skin moisture.
- **Eco-Conscious Choice:** Crafted with 98% naturally derived ingredients for a fresh, clean feel.



Product Positioning

Avoid the misdemeanor trespassing charge and embrace the freshest scent of the season.



Avoid the sad stench of artificial flame retardant and indulge in the freshest scent of the season with Duke Cannon's Illegally Cut Pine Soap.

This large, 10 oz. soap features an invigorating aroma inspired by the fresh scent of Illegally Cut Pine, a practice we wholeheartedly discourage but imagine smells pretty nice.

- Smells like fresh cut pine, not a stiff fine and restitution (same as our Fresh Cut Pine Soap)
- At 10 oz., our large soap is 3x the size of dainty seasonal soaps
- Made in the USA by humans, not elves
- According to Deb in Receivables, this is a "super fun" gift for guys.
- A portion of proceeds benefits veterans and active-duty military
- Size: 10 oz bar



Offer Strategy/Positioning




PRO	ULTRA	SUPER	POWER
2.5 Gig/2.5 Gig	1 Gig/1 Gig	500/500 Mbps	100/100 Mbps
2.5 Gig x 2.5 Gig Fiber	1 Gig x 1 Gig Fiber	500 x 500 Mbps Fiber	100 x 100 Mbps Fiber
Unlimited Data 2.5 Gig = 2,500 Mbps.	Unlimited Data 1 Gig = 1,000 Mbps.	Unlimited Data	Unlimited Data
Add \$170.00	Add \$100.00	Add \$80.00	Add \$60.00



Offer Strategy/Positioning






Nex-Gen Navigator

Ideal for:
Office Hero & Pro Gamer
High-Tech Adopter

If you want to level up your home base for maximum productivity, this is the solution for you. Tailored for gamers and remote workers alike.

Pro 2.5 Gig
2.5 Gig=2,500 Mbps

Add \$170.00




Digital Guru

Ideal for:
Pro Gamer
Ultimate Streamer
Early Adopter

If you want to make your home the headquarters for getting things done, then this solution is for you.

Ultra 1 Gig
1 Gig=1,000 Mbps

Add \$100.00




Connected Home

Ideal for:
Families
Home Office Hero
Lake Lifer

If you're ready for the ultimate internet experience & peace of mind, then this is the plan for you.

Super 500/500 Mbps

Add \$80.00



Simple & Secure

Ideal for:
Young Starters
Retired Empty Nesters

If you're looking to get connected with a plan that's both budget-friendly and worry-free, then this is the plan for you.

Power 100/100 Mbps

Add \$60.00

VS

Best Value

5G Home Plus **\$70/mo***
As low as \$45/mo ⓘ

↓ Up to 300 Mbps download
Typical download speeds of 85 - 250 Mbps

4K Ultra HD 4K video streaming

🏠 Router and Whole-Home Wi-Fi included

🔒 5-Year Price Guarantee

[Review details](#)

A special gift, on us

Get Netflix & Max (With Ads) perk for 12 Months on us

Select



Offer Strategy/Positioning



Simple and Secure

You deserve an experience that makes advanced technology accessible and simple, without breaking the bank.

Ideal for:
[Young Starters](#)
[Retired Empty Nesters](#)

- Email, social, and basic web browsing
- Protection from viruses and web threats
- Our easy-to-use **CommandIQ app**, the remote control for your Wi-Fi
- No DIY. We take care of everything. Always.
- 24/7 trusted, local support
- Unlimited data usage
- Power 100/100Mbps

If you're looking to get connected with a plan that's both budget-friendly and worry-free, then this is the plan for you.

\$XXXX /mo

Order Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Connected Home

Get reliable and continuous coverage across all of your devices including comprehensive parental controls and network security.

Ideal for:
[Families](#)
[Home Office Hero](#)
[Lone Lifer](#)

- Stream, work, and play all at once
- Protection from viruses and web threats
- CommandIQ app**
 - The remote control for your Wi-Fi
 - Enforce the rules and create healthy internet habits
 - Prioritize devices on your network
- 24/7 trusted, local support
- Unlimited data usage
- Super 500/500 Mbps

If you're ready for the ultimate internet experience and peace of mind, then this is the plan for you.

\$XXXX /mo

Order Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Digital Guru

Whether it's for gaming, working from home, or ensuring all of your smart devices are optimized and running at their best, this solution is for you.

Ideal for:
[Pro Gamer](#)
[Ultimate Streamer](#)
[Early Adopter](#)

- Multi-device streaming and uninterrupted online gaming
- Built-in cyber security to protect your smart devices
- Full control of your network with the **CommandIQ app**
 - Manage profiles
 - See who is on your network
 - Setup a guest network
 - Prioritize device traffic for maximum bandwidth when streaming, file sharing, and online gaming
- 24/7 trusted, local support
- Unlimited data usage
- Ultra 1Gig

If you want to make your home the headquarters for getting things done, then this solution is for you.

\$XXXX /mo

Order Now

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Nex-Gen Navigator

Level up your home for maximum productivity as you lead with a technology and speed that is unmatched.

Ideal for:
[Pro Gamer & Office Hero](#)
[High Tech Adopter](#)

- Data-intensive tasks and real-time collaboration
- Blazing fast speed for uploading and downloading files and seamless virtual meetings
- Stream in 8K on multiple devices
- Built-in cyber security to protect your smart devices
- Full control of your network with the **CommandIQ app**
 - Manage profiles
 - See who is on your network
 - Setup a guest network
 - Prioritize device traffic for maximum bandwidth when streaming, file sharing, and online gaming
- Cutting edge Wi-Fi 6 for inside and outside your home
- 24/7 trusted, local support
- Unlimited data usage
- Pro 2.5 Gig

If you are ready to push to greater heights with the latest technology and the fastest speed in the region, then this solution is for you.

\$XXXX /mo

Order Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

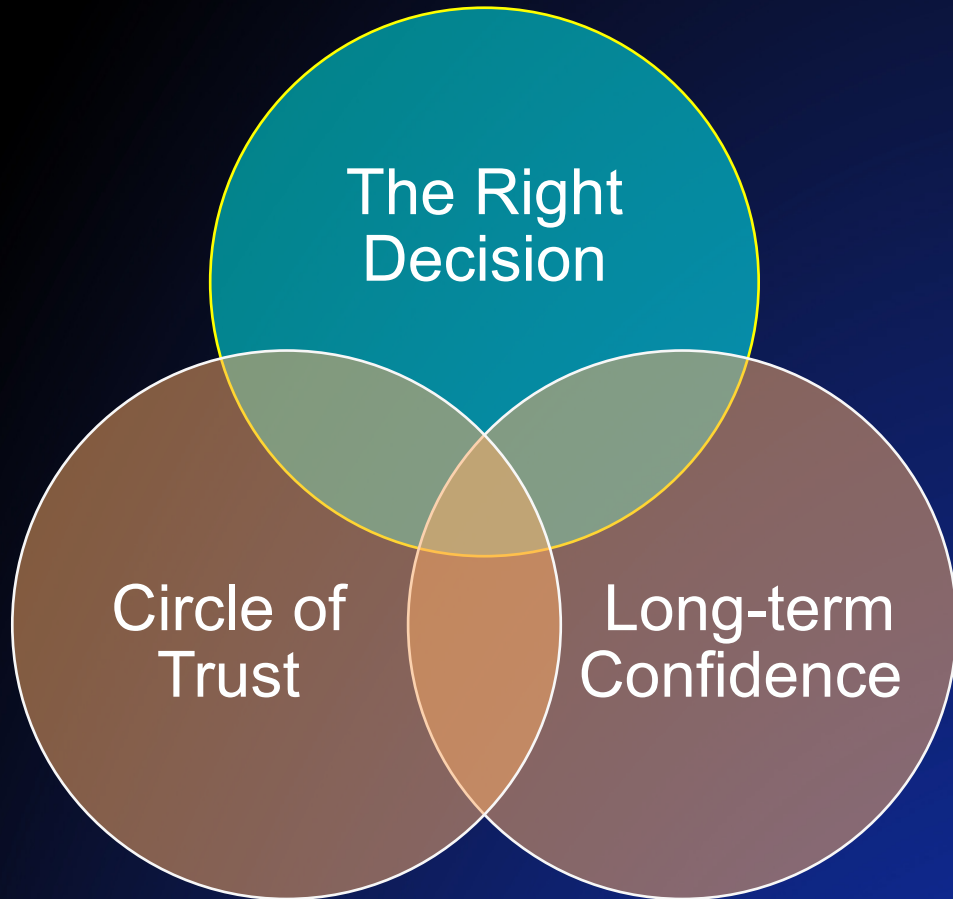
- Two Nex-Gen Navigator plans sold in the first 24 hours

"I just have to brag a bit. We have another 2.5 GB install scheduled for next week. The customer is a big gamer, and that is why he wanted 2.5 Gig."

~ Kristin Peterson, Customer Experience & Marketing Manager



Exceptional Experience

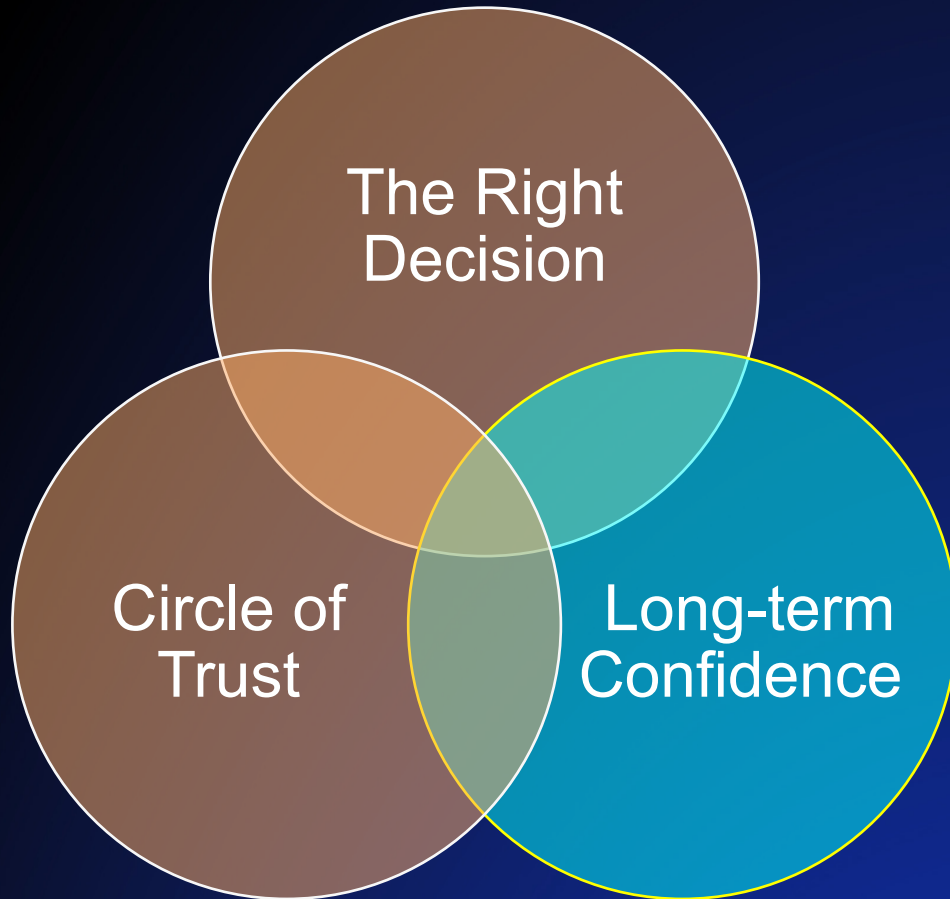


The Right Decision

- Justify the price/understand the value
- Trust the brand/company
- Accomplished the goal
- Celebrated
- I'm now an expert



Exceptional Experience

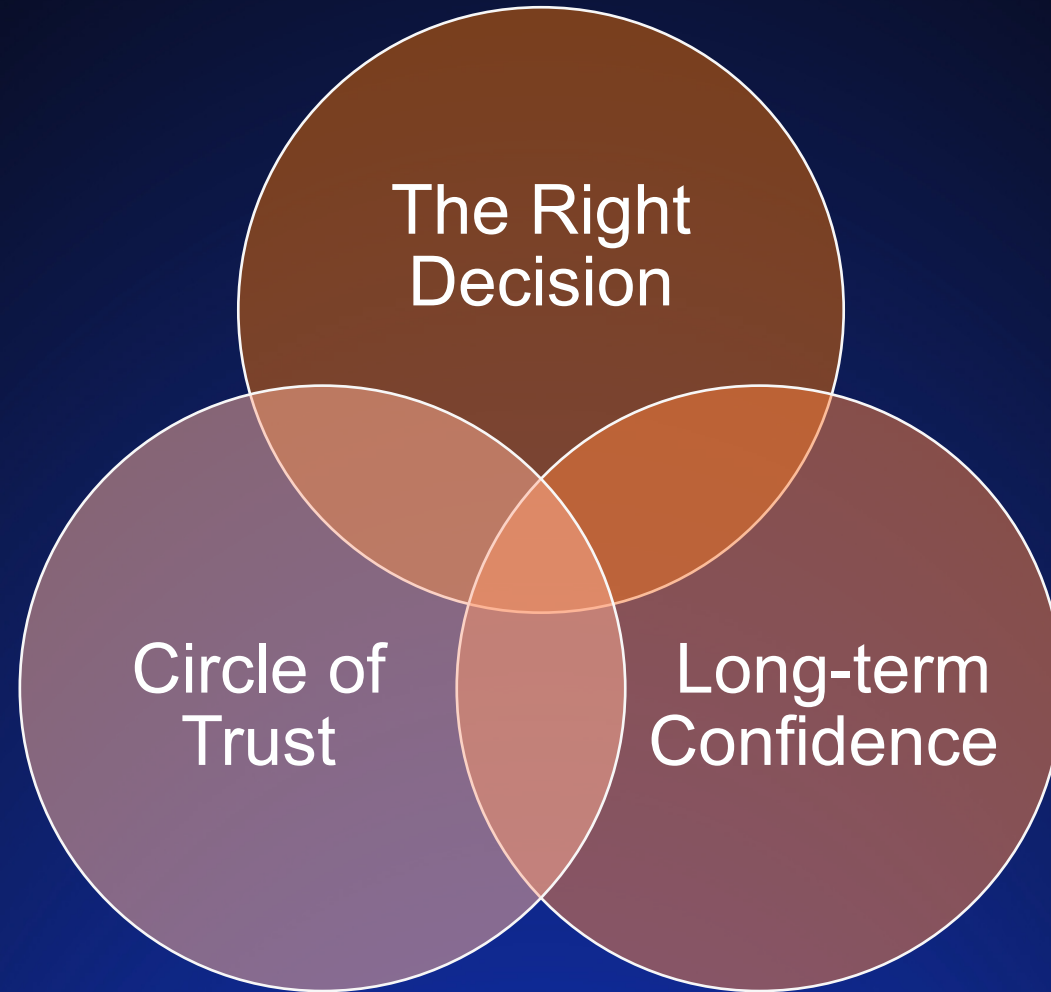


Long-term Confidence

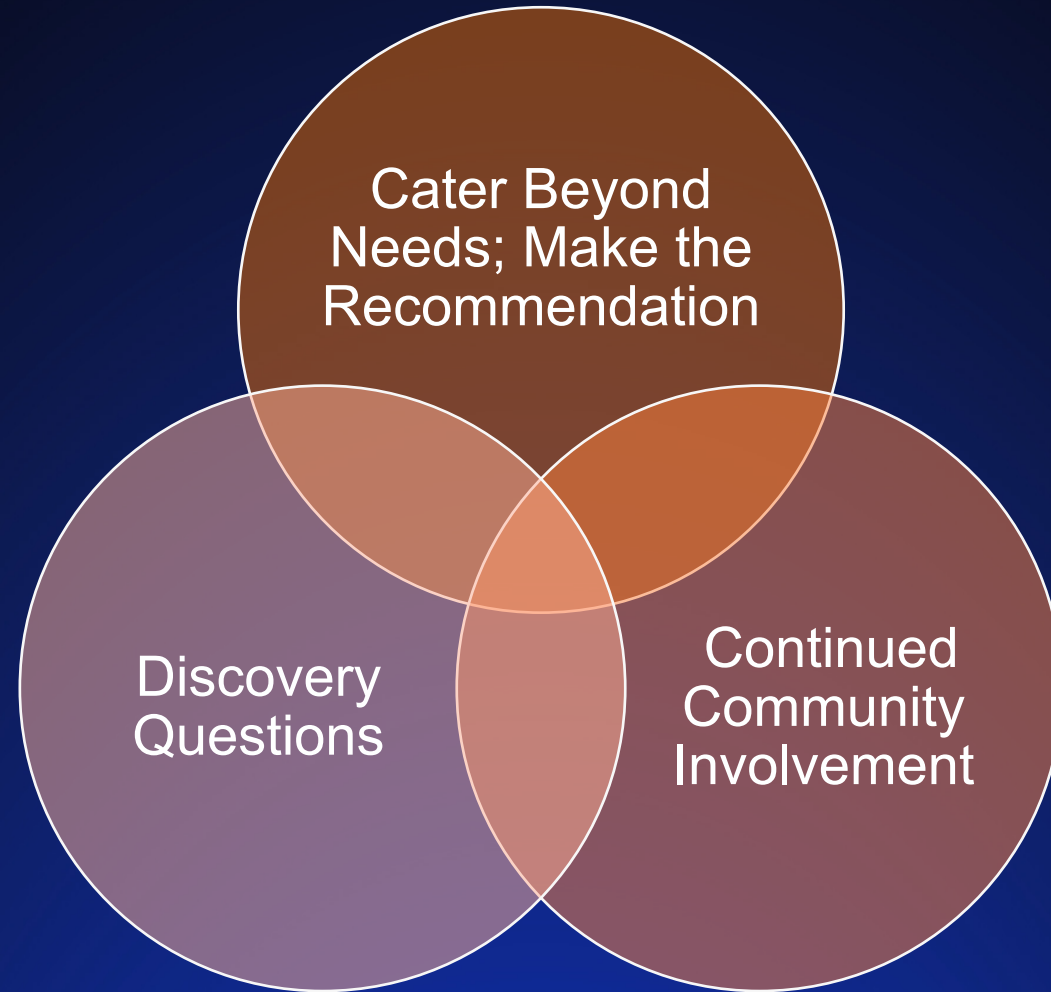
- Not just a number, but a member
- Trust in quality
- Support and backup
- Remain in the know
- Valued



Exceptional Experience



Exceptional Experience



More than just an internet connection

Community Partnership vs.

~ Jerry Grunire
Buyer-Vendor Transactional Relationships

- Connected Community Programming
- Local Commerce Support
- Safe connection to online education, healthcare
- Sharing with future generations

Community-First = Check Mate



You Make the Difference

Lightning Round



Differentiation Edition



**Without mentioning speed or price,
What makes your offering unique?**

Consider...

- What unique **community programs** you offer
- How you support **local businesses**
- Exclusive features you provide for **remote workers** / work-from-homer-s
- How you **ensure the best experience** for gamers
- What initiatives you have for **digital inclusion**

Consider...

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Can other providers say the same?

Let's workshop it

Map Your Experience

In small groups or independently, map out how your current offering supports (or could support) each segment in your communities.

EDUCATION

How do you support students, schools, online learning?

HEALTHCARE

What role does your service play in telehealth or health access?

ELDERS

What programs or tools help seniors stay connected and safe?

SMALL BIZ

How do you enable local entrepreneurs, artisan and commerce?

FIRST RESPONDERS

How does your network support emergency services?

YOUTH

How do you support digital literacy or safe online habits?

Build Your Impact Playbook

Create a tangible takeaway that supports long-term impact with your communities.

Use the prompts below to start conceptualizing.

Improve Onboarding

What's one thing you can do to make onboarding smoother or more memorable?

Surprise & Delight

What's one new way you could exceed expectations for a subscriber?

Empower Your Team

How can every department contribute to loyalty and subscriber experience?

Community Connection

What's one initiative that builds trust and connection locally?

Questions?

Resources

Tribal Broadband Bootcamp

A 3-day intensive learning experience focused on building and running tribal internet networks.

tribalbroadbandbootcamp.org

Calix Broadband Academy

An online curriculum available to all, at no cost, that guides you through the five stages of building a successful broadband business.

www.calix.com/bba

Indigenous Resilience Network

An indigenous-led network that works to provide skills that strengthen digital inclusion.

www.n50project.org

Calix Education Services

Workforce development and training for tribally-led companies from Calix University available at no charge.

www.calix.com/services/education.html

Get The Broadband Success Playbook for Tribes at
Calix.com/Tribal-Broadband

Where else you can find us this week:

Empowering Indigenous Broadband Leadership



Facilitator:

Claudia Tarbell

Senior Manager Field Marketing - Tribal





Thank you



Delivering on the Value You Promise

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