

Expand Upon Your Success

Deliver differentiated service beyond the home

Seth Thompson – Sales Manager, Calix

Seth.Thompson@calix.com

319-304-0877



Who is Seth?

- Sales Manager at Calix covering Kansas.
- BA, Communication Studies from the University of Iowa.
- Recent transplant to Kansas City.
- Honorary Iowan, t-ball coach, powerlifter, LinkedIn headbang guy (#sethtalks).



Agenda



- Heading Outside
- Community WiFi and Beyond
- Small Business
- Multi-Dwelling Units
- Fireside Chat – Carla Shearer, SCTelcom



Heading Outside



Is there demand for outdoor WiFi?


**Seth Thompson** • You
Broadband | Go-To-Market Strategy | Helping broadband provid...
2w • 

Maybe it's a phone, laptop, or TV. Maybe it's a camera or connected sprinkler system.

#wifi #sethtalks

Do you use internet connected devices outside at home on a regular basis?

You can see how people vote. [Learn more](#)

Yes 	80%
No	20%

[70 votes](#) • Poll closed • [Remove vote](#)



Outdoor WiFi

What was *Impossible* is now Possible
Ability to support an unlimited number of use cases!



Pushing the extremes of Wi-Fi to locations that weren't possible before!



Starting is Simple

STAY CONNECTED EVERYWHERE, EVEN OUTDOORS

Introducing KWIKOM's latest innovation – Outdoor Connections. Whether you're working in your detached garage, enjoying a sunny day in the backyard, or simply want seamless internet in every corner of your property, our new mesh Wi-Fi solution has got you covered.



Ready to Extend Your Wi-Fi?

Our Outdoor Connections service ensures you get the most out of your internet, no matter where you are on your property. Stay seamlessly connected with KWIKOM's reliable and fast mesh Wi-Fi solution. The best part? We've made sure it's affordable and easy to add.

\$10/mo.

*Only Available with KWIKOM Fiber Internet

ORDER TODAY



Simplify. Innovate. Grow.

Community WiFi and Beyond





- Community-wide coverage with fiber-fed high-speed Wi-Fi
- Managed subscriber experience, authenticated by Passpoint
- Secure, safe, and simple



SmartTown® : For Your Many Communities



Visitors

Authenticated multimedia experiences and video sharing



Subscribers

Out and about the neighborhood with private, secure, and safe Wi-Fi



Organizations

High-speed 5G offload for on-the-go muni staff and associations



Education

Pre-authorized, content safe, malware-free Internet access



First Responders

Supports connectivity where cellular is weak or over-saturated



SmartTown & Subscriber service separation

SmartTown and Home Network traffic are placed on separate service VLANs, segregating traffic in both layer-2 (data) and layer-3 (IP address network)

Secondary VLAN: Public Network

Primary VLAN: Private Network

Community-specific content controls and traffic policy settings managed in Calix Cloud

Home Network user content and parental control settings managed with ExperienceIQ

Community traffic

Home devices traffic

As Wi-Fi airtime resources are utilized, SmartTown will first reject new SmartTown connections before it ultimately disconnects SmartTown users to maintain the subscriber's home network experience

GigaSpire®



Simplify. Innovate. Grow.

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Benefits of Wi-Fi Roaming Alliance



Extend Value for your subscribers and increase the relevancy of your services



Demonstrate innovation and a commitment to providing a differentiated experience to your subscribers



Increase customer satisfaction by providing an automatic and secure Wi-Fi experience beyond your footprint



Grow awareness for your brand beyond your footprint



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Small Business



Size of Market

Value of Customer



Different Customer – Different Strategy – Different Offering – Different GTM



In the U.S. alone **+5.4M** small businesses have fewer than 20 employees

New opportunities are growing **5.5M** new businesses started in the last year

Small businesses are investing in tech **\$10-49k** is spent by SMBs each year



Award-Winning Cybersecurity
constantly protects all connected
devices from malware and intrusions

Dedicated Wi-Fi Networks

offer isolated and prioritized network
traffic while simplifying installs and setup

Network Resilience

ensures critical devices, like POS systems,
stay online through unexpected disruptions

CommandWorx Mobile App

enables business owners to monitor and
manage their network from anywhere

Content Filtering

protects owners, staff, and visitors
from undesirable or malicious
content

Staff Management

increases network security and
simplifies staff device connectivity

Customer Portal Wi-Fi

drives brand loyalty and can be used as
a marketing tool for both SMBs and
BSPs



Know Patrons

Better data means better marketing
Generate more revenue



Protect My Business

Protect business data and devices
Protect patron & financial data



Peace of Mind

Secure network
No lost revenue due to fiber outages



Save Me Time

Increased productivity
Ease of use



Better Experience

Satisfied customers
Differentiate my business



Multi-Dwelling Units



250K properties with
25 or more units

13.7M apartments

545K multifamily starts in
2022 up 15% over 2021

Source: National Association of Realtors

**The fastest growing
housing market is
your growth next
opportunity**



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What's in your MDU?



**When life throws you challenges,
we've got you covered**

- Fiber-to-the-unit
- Ethernet distribution networks
- Phoneline and Coax
- Structured wiring enclosures
- Wi-Fi gateway routers
- Outdoor Wi-Fi hotspots
- Multi-Gig services
- Phone Service

One Wi-Fi Network, Five User Networks

1. Residents

- GigaSpire SmartHome in each unit

2. Property-wide managed Wi-Fi

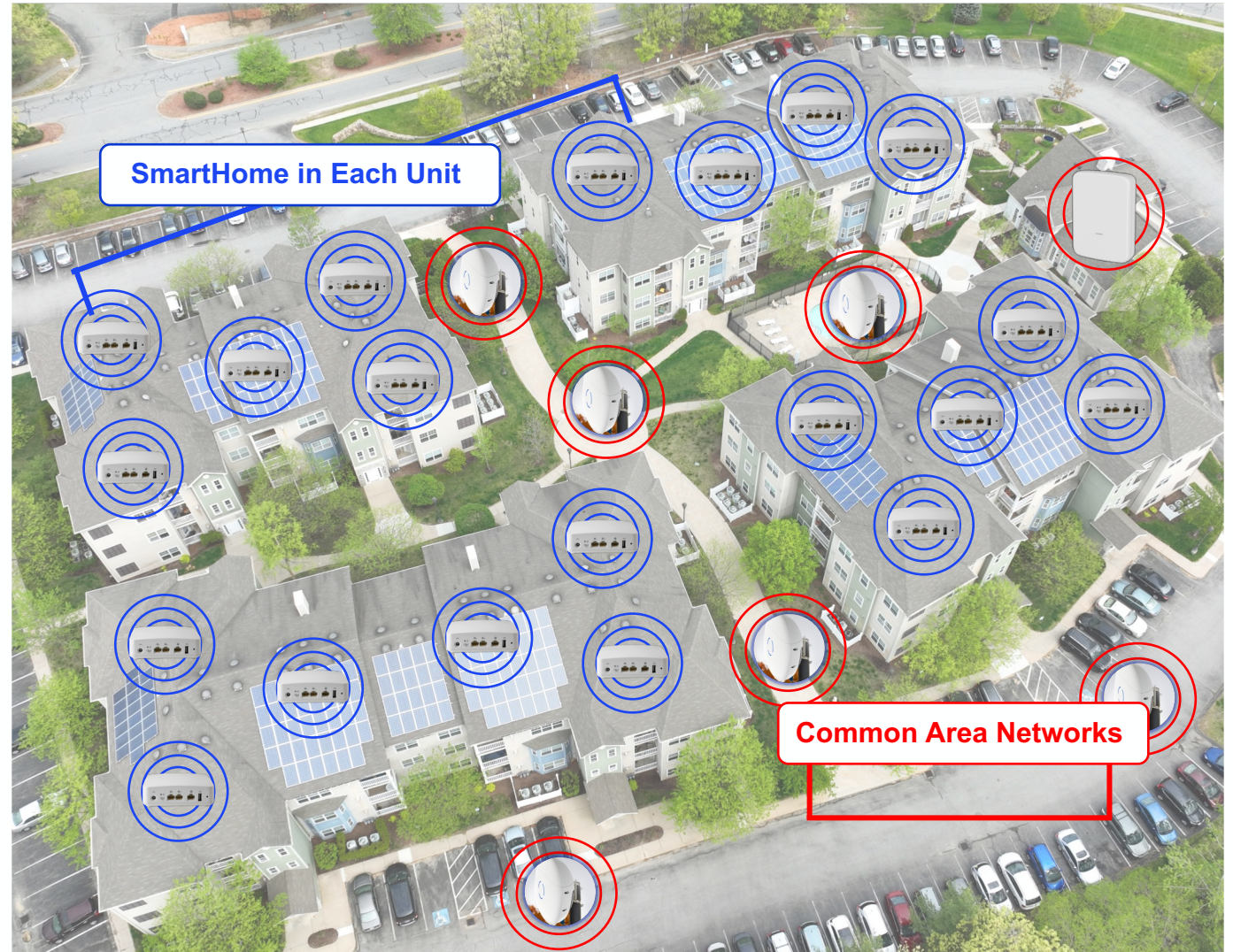
- Property-wide roaming for residents
- Secure staff network

3. IoT and security network

4. Connected Vehicle network

5. Day-use Wi-Fi for guests

- Brandable splash page





**Smart
MDU™**

One Service Delivery Platform for Every MDU Opportunity



Resident in-unit services



Community Wi-Fi



Staff & Management



Day Guests &
Events



Value-added services



IoT and Security



Small business networks

- Retail (resident's choice) and bulk deals
- Small, medium, large properties
- Fiber, Ethernet, copper, coax

Managed Wi-Fi for the MDU Community

Keep your residents online at the pool, community center, walking path, and beyond

- Private and authenticated
- Tenants, guests, and property staff
- Quick set-up with QRC and/or email link
- Network security and content restrictions set by the property manager
- In-unit and business traffic prioritized higher than tenant roaming traffic



Dedicated IoT and security Wi-Fi networks

- **Secure, dedicated and isolated** connectivity for building systems and IoT devices
- Property-wide coverage on a hidden SSID
- Property Managers can easily add or remove devices on the IoT network



Managed Service for Multi-Family Housing



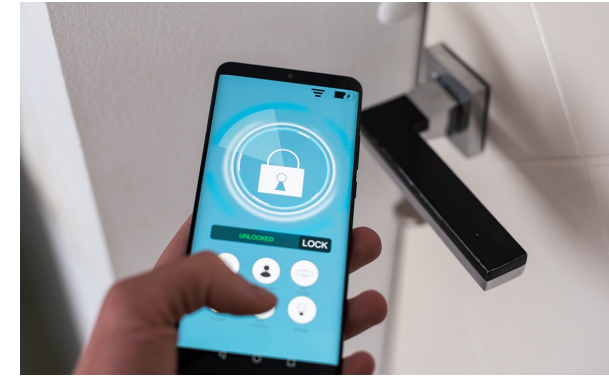
Managed Wi-Fi and tenant Internet service automation that delivers MDU business model success

Remotely onboard tenants, manage Wi-Fi services, and provide IoT network connectivity

Managed Wi-Fi



IoT networks



Property Management



Service Automation



Carla Shearer - CEO



sctelcom

