Owing the Connected Home: A Service Provider Imperative

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The connected home is happening.
But, just because it’s connected, doesn’t make it smart.

(...or easy)
Subscribers are creating their own Wi-Fi experiences in their home.
The Smart Home landscape

- 22% of households have Wi-Fi extenders *
- 37% say Wi-Fi is slow at least once a week
- 11% of households have whole home Wi-Fi mesh networks
- 50% of calls to customer help desks are Wi-Fi related

* Parks Associates Jan2019
Big players are also targeting the home.
And What About The Data?
The only thing you’ll know about your customer is that you don’t know them at all.
Chasing the opportunity

Amazon to buy Eero, maker of home Wi-Fi hardware

The tech giant's smart-home ambitions are getting even bigger and more connected.

BY BEN FOX RUBIN / FEBRUARY 11, 2019 2:44 PM PST
How does this affect you?
Circle of Problems

Problems occur

Limited visibility into the home leads to guessing

Subscriber calls service provider

Not surprisingly, problems continue

Subscriber sets up retail product

Subscriber goes to retail store

Service Truck rolls
Where to start?

Digital Day News

Managed WiFi Solution Market to Reflect Impressive Growth Rate During 2018 – 2028

Latest research summary of Managed Wi-Fi Solutions market:

The new research report on the Global Managed Wi-Fi Solutions Market 2019 – 2025 provides a comprehensive analysis on the market on a global and regional front based on the market size, share, services, solutions, product types, end users, industry verticals, and technologies. The report also presents an in-depth analysis of the factors affecting the growth of the market, including the drivers, restraints, challenges, threats, and the potential growth opportunities. The report on the global Managed Wi-Fi Solutions Market entails the prevailing market trends and the key strategies that are increasing the popularity of the market on a global basis. In addition, it provides the market estimates and forecasts for all the segments and sub-segments in terms of value and volume.


The Managed Wi-Fi Solutions market report analyzes key players whose presence is impacting the market based upon their revenue, price margin, and main products they offer: Cisco Systems, Aruba, Vodafone, Comcast Business, Rogers Communications, Verizon, Purple, Ruckus Wireless, Mojo Networks, Megapath, WiFi Spark.
Keep your eye on subscribers’ problems

I want to be connected, not tethered
Home Wi-Fi

I want wireless, without the worries
Managed Wi-Fi

I want coverage, everywhere
Whole-Home Wi-Fi

I want a smart home, but not the chaos
Smart Home Services
What It’s Going To Take

- Targeting the Right Subscribers
- Enabling Customer Care
- Empowering Subscribers
- Owning the Experience
Targeting the right Subscribers

23% Increase in annual revenue

30% Reduction in marketing OPEX
Visibility into the home gateway extends huge benefits:

- decrease support call times
- minimize field technician deployments
- improve first call resolution (FCR) rates
- reduce installation times
- improve customer satisfaction
Your brand at their fingertips:

- Simple User Onboarding
- SSID Management
- Network Mapping
- Connected Device Visibility
- User-Device Association
- Speed Tests
- Access Control
- Traffic Monitoring

Empowering Subscribers

15% Increase in NPS

42% Reduction in Truck Rolls
Owning the Experience

Ends the ‘Circle of Problems’:

Problems occur → Customer calls → CSR leverages insights to quickly troubleshoot → SP acknowledges issue & describes solution → SP fixes problem
The Future

is about your subscribers, their experience & your team...

Not just fixed margins & capital management.
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
Smart Home solutions build upon Managed Wi-Fi

Step 1: Managed Wi-Fi

Step 2: Managed Whole Home Wi-Fi

Step 3: Smart Home Solution Bundles

- Parental Controls  
  *Protect your kids*
- Network Security  
  *Protect your home network*
- Child Safety
- Home Automation
- Vaca. Home Monitoring
‘Foundational’ Parental Controls already exist:

• “Disconnect Suzy’s iPad Wi-Fi NOW”

Adding more complex Parental Controls + Network Security, allowing for:

• “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)
INTRODUCING
The Speed and Agility of Software

Microservices Aggregation Platform

Common Application Packages and Management

SoC Abstraction Layer

Linux Kernel

Chip Vendors

SoC

Chip Vendors
The EXOS Platform & Growing Ecosystem

Microservices Aggregation Platform (MAP)

- Telemetry
- RG
- Wi-Fi/SON
- Voice Assistant
- FCC Perf.Testing
- Pop’l Device Compat.
- Network Security
- Parental Controls
Calix Vision - Services Enablement & Rich Analytics

Managed Wi-Fi: $9.99
Mesh: $4.99
Parental Control: $4.99
Network Security: $12.99
Next Big Service: $9.99

~ NEW ARPU + $32.96 to $42.95
New revenue opportunities
Based on an open platform

1. **Calix GigaSpire:**
   - Powerful hardware (quad core ARM A53 CPU running at 2 GHz each), with Multi-Gigabit Wi-Fi Powered by 12x12 802.11ax ‘Wi-Fi 6’ antenna array), MU-MIMO, and beamforming
   - Optional speaker and microphone to enable IVA (e.g., Amazon Alexa)

2. **EXOS:**
   - Operating system for premises systems; hardware independent
   - Modular, standards-based, OpenWRT
   - Management Aggregation Platform (MAP) captures activities across the entire customer base, then offers insights and analytics

3. **Application Revenue:**
   - Rapid deployment / monetization of new solutions enabled
   - Ever-growing ecosystem of partners, enabling revenue-generating services discussed previously (e.g., parental controls & network security)
THANK YOU!
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Calix

broadband forum
June 2-4, 2020
Den Haag, The Netherlands

THE DATE HAS BEEN SET!

An event by tech innovators for tech leaders!

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Thank you

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