The Ultimate Customer Experience – Are Wi-Fi 6 and Managed Wi-Fi Enough?

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Calix
Ultimate Customer Experience: Is Wi-Fi 6 and Managed Wi-Fi Enough?

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Agenda

- Market/Industry Trends – What’s Driving Wi-Fi 6?
- Why is this Important to YOU?
- Managed Wi-Fi / What Managed Wi-Fi Requires of you as a CSP
- Addressing Subscriber Needs of Today and Tomorrow
- The Vision of the CSP of the Future
Market/Industry Trends – What’s Driving Wi-Fi 6?
Wi-Fi popularity continues to grow

Growth of Connected Devices Continues

What bandwidth is needed to stream?

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**Netflix**
- 3 Mbps SD
- 5 Mbps HD
- 25 Mbps 4K UHD

**Disney+**
- 5 Mbps HD
- 25 Mbps 4K UHD

**YouTube TV**
- 3 Mbps SD
- 7 Mbps HD

**Amazon Prime**
- 15 Mbps 4k UHD

**Stadia**
- 35 Mbps 4k UHD

Source: Parks Associates, 360 View: Digital Media and Connected Consumers
Bandwidth usage (by application)

Wi-Fi 6 positioned to become dominant

Wi-Fi 6 (802.11ax) will effectively replace Wi-Fi 5 (802.11ac) by 2023:
- ~30% of sales in 2020;
- ~60% of sales in 2021;
- ~85% of sales in 2022; and
- ~95% of sales in 2023.

Will be around for a while… But will happen FAST

- 1 Billion Wi-Fi 6-enabled devices expected to be sold by 2022
- A Wi-Fi 6 Solution, properly deployed, can be a 6+ year ROI

Why is this important to YOU?
The Problem

Wi-Fi 6 is Accelerating Access to YOUR Consumer

Other SPs

Hardware Manufacturers

Home Invaders: Google / Amazon
The Consequences

Many Choices for Subscribers
Many Frustrations For You

- Blame for problems flows to you, the SP
- Rising Consumer Expectations = Churn
- Lower Revenue
The Solution/Opportunity

Provide the best subscriber experience to attract new subscribers, eliminate churn, and grow revenue.
Offering a broad range of options…

...because your subscribers are all different

BLAST u6.1 (GS4220E)  BLAST u6.2 (GS4227E)  BLAST u4 (GS2028E)  Mesh BLAST u4m (GM1028)
Managed Wi-Fi - Subscriber Insights
EDGE INSIGHTS

Advanced Managed Wi-Fi

- Immediate insight into subscriber issues
- Real-time troubleshooting with access to intelligent analytics & automation
- Faster remediation with advanced diagnostics & simplified workflows
A Platform Based Managed Wi-Fi 6 offering is the NSP Trojan Horse For Subscriber Insights!

What you NEED to know to GROW

SMITH FAMILY

- Speeds (D/U): 6/1 Mbps
- High Gaming: Yes
- High Social: Yes
- VPN: Yes
- Data Usage: 370 GB
- Streaming Usage: 280 GB

(Annual Missed Revenue: $480)

- Service Limit Hits: 42
- Speed Tests: 5 min
- Competitor Web Visits: 15 min
- Wi-Fi Score: 2
- Number of Devices: 14
Leverage Wi-Fi 6 Technology Inflection Point

Deploy Wi-Fi 6 in a Fully Managed Service Offering

On a Data Analytics Platform with Distributed Compute

Capture Consumer Retail Wallet dollars

Ensure Best Subscriber Experience (Trust = Retention)

Become Data Driven, Cloud Ready, with Scalability
Subscriber Needs of Today & Future
Addressing Subscriber Needs

**TODAY**
- Network Security
- Parental Controls

**FUTURE**
- Energy Management
- Home Security
- Senior Monitoring
- Home Automation

**Your Storefronts**

**Revenue Generating Experiences**

**REVENUE EDGE**

**SPEEDTEST by Ookla**
Converting Subscriber Needs into Revenue Opportunities

TODAY

- CommandIQ™
- ProtectIQ™
- ExperienceIQ™

FUTURE

- Energy Management
- Home Security
- Senior Monitoring
- Home Automation

Your Storefronts

Revenue Generating Experiences

REVENUE EDGE

SPEEDTEST by Ookla
Want to Learn More?

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