

OTA - Enhancing your customer experience: Community Wi-Fi and Beyond

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AVP Sales - Calix

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Slide 1

JC1

[@Candice Mayberry Storsveen] The deck looks great! I don't have any additional feedback other than what we discussed yesterday. Thanks!

Jeremy Crosby, 7/25/2023

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Key Attributes of Smart Community Wi-Fi

Fiber-Fed, High-Capacity Network

Automatic Authentication Experience

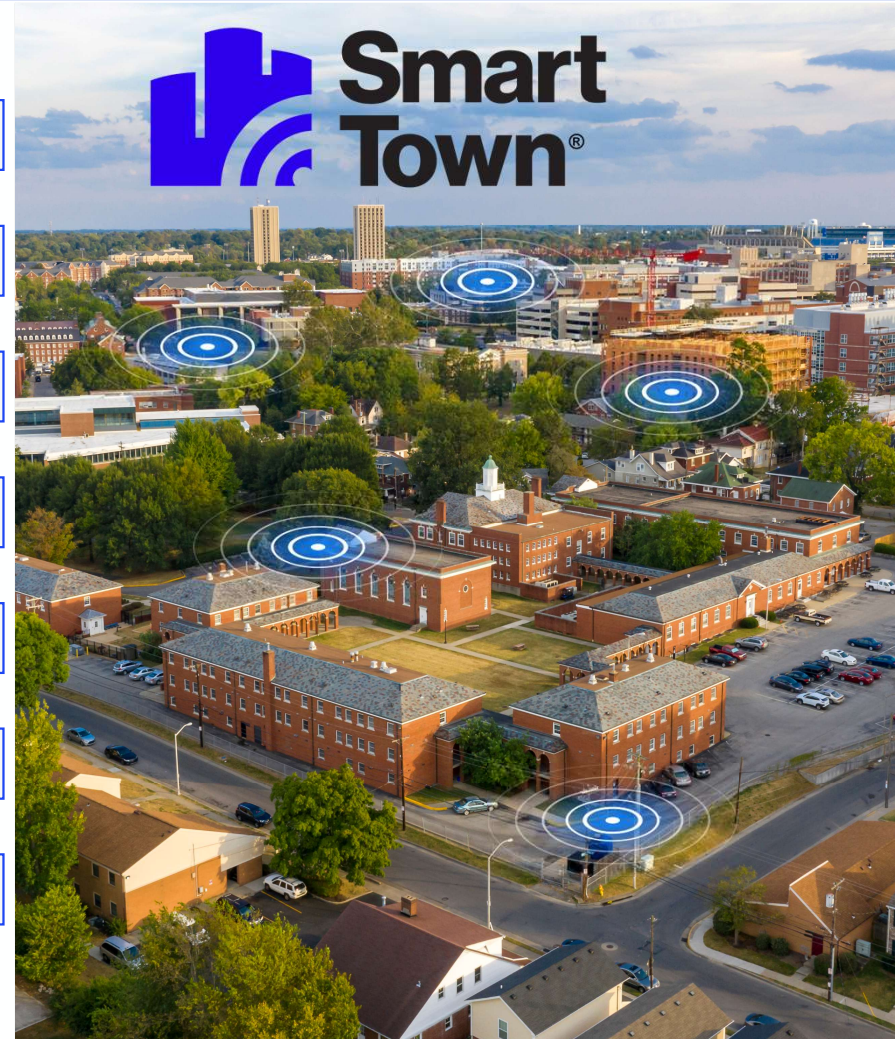
Secured for the Subscriber and the Network

Support Different Communities of Users

Fully Managed Subscriber Experience

Leverage residential and business access points

Reduce Reliance on and/protect against 5G/LTE

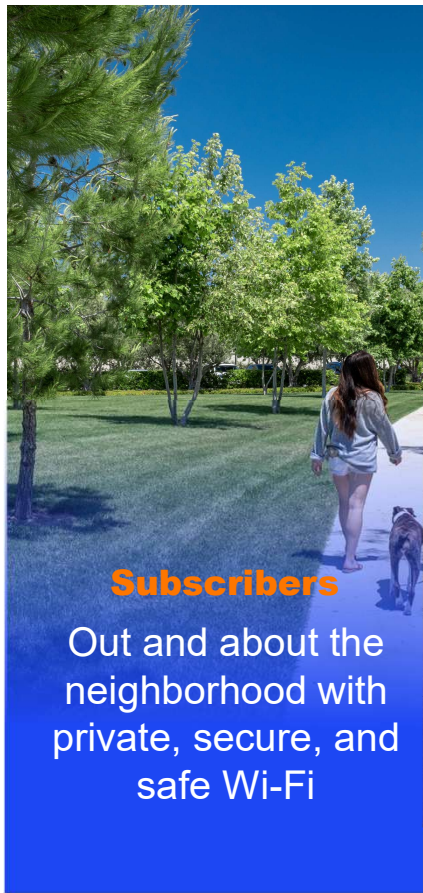


Community WIFI : For Your Many Communities



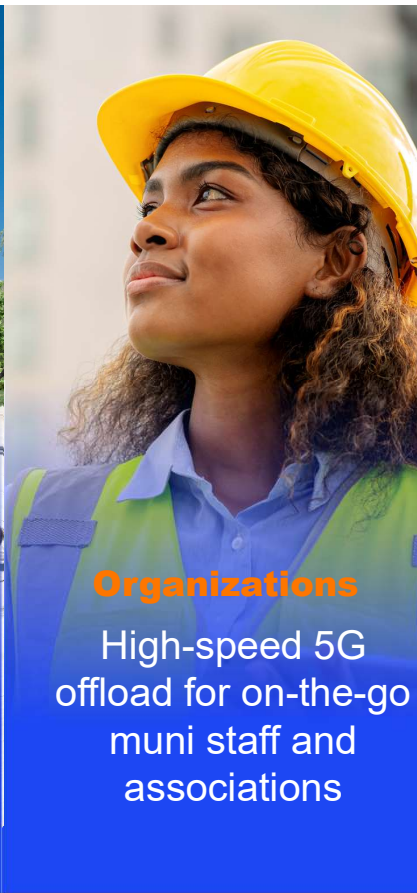
Visitors

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

What makes Community Wi-Fi Smart?

Smart Community Wi-Fi is made up the following:

1. A group of **people** or end-users
2. A group of associated **access points**
3. An assigned **policy**, enabled to
Protect and improve the Experience.

Each community of people has its own access points and policies tailored to the needs of the associated users, defined and controlled by the BSP.

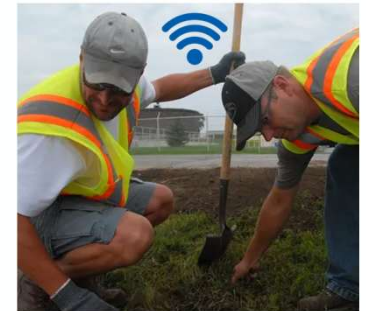


Subscribers

- Users connect to hotspots across your service area
- Family friendly content restrictions

Municipal Workers

- Users connect to all hotspots in the town
- Limited content restrictions



High School Event

- Visitors connect only to the hotspots at the event location
- Family friendly content restrictions

Subscribers



With community wide Wi-Fi, your customers have access to private, safe and secure Wi-Fi even when they are away from home. Extend your brand and your service to your entire service area.

Subscribers, Take Their Wi-Fi with Them

Subscribers take their connectivity with them—in town, at school or in the park, they are always connected. Subscriber devices are onboarded once and then they connect automatically everywhere Community Wi-Fi is available.

Security, Management, and Control

SmartTown makes it easy to differentiate your residential offerings and increase subscriber loyalty and stickiness. And, if they disconnect their residential service, they will automatically be removed from the Communities network.

Education



Put community-wide connectivity into the hands of students and educators – wherever their day takes them.

Safe and Secure

Keeping kids safe online is critical. SmartTown integrates network security and content filtering to provide a private, secure, and safe experience for students. Parents and educators can rest assured that their kids have access to the resources they need to succeed, without the risks an unsecured open community Wi-Fi network would enable.

Bridge the Digital Divide

Reinforce your commitment to bridging the digital divide by ensuring every student has access to educational resources and e-learning while reinforcing your commitment to your communities and differentiating from the competition.

First Responders



Offer rapid connectivity to first responders and other emergency support organizations to provide vital communications in places where cellular coverage is poor or highly saturated.

Service Your Communities

Secure and reliable community-wide Wi-Fi provides supplementary communication lines for first responders and fiber-fed connectivity for high-capacity tasks. Be a leader in your community and reinforce your commitment to the communities you serve.

Authenticated and Access-Controlled Wi-Fi Experience

Authentication streamlines network access and eliminates the need for users to find and authenticate each time they connect. Controlled access allows staff to come and go without permanent Wi-Fi access protecting your revenue. Strengthen relationships with community leaders by offering as a public service or grow your business by offering as a paid service. Either way, the community will feel safer knowing their first responders have access to the network.

Organizations



Keeping organizations connected beyond the business sets your communities up for success. Enable municipal, private, and non-profit organizations to leverage Wi-Fi on-the-go across the city, within their housing associations, and everywhere their workday takes them.

Municipal Staff & On-the-Go Workers

Empower workers who are on the go – whether they are municipal staff, your technicians, or local plumbers, electricians, and sales teams to access Wi-Fi around town enabling HD video conferencing and high-speed access to online applications without consuming expensive 5G/LTE bandwidth and in areas where 5G/LTE is not available.

Differentiate & Grow Revenue

Delivering connectivity in the SMB and on-the-go allows you to differentiate your SMB offerings. And, by providing service to municipal workers, you strengthen relationships with local leaders. Grow your ARPU and your community ties.

Visitors: Public Spaces & Events



Bring people together and foster a sense of community by providing community Wi-Fi downtown, at events, and in public spaces like community centers and libraries.

Boost Economic Development

Community Wi-Fi can help local businesses and entrepreneurs grow and thrive by giving them access to new customers and markets.

Boost Community Pride

Show your community members that they are valued and cared for by providing them Internet access in public spaces.

Grow Your Brand

Community-wide Wi-Fi gets your brand front and center in the places where people gather. Community Wi-Fi is a great way to get your name out there and compliment your omni-channel marketing efforts.



City Workers
"Low Restrictions"



Event Vendors
"High Restrictions"



Subscribers
"Moderate Restrictions"



Students
"Moderate Restrictions"



GigaPro p6he
(hardened POE AP)

Security & Policy are Applied at the Point of Network Access

Customize access policies based on the needs of each community of users:

- ✓ Shared SSID & access point
- ✓ Content filtering
- ✓ Automatically block suspicious traffic & community intrusions

Drive Business Growth with Community Wi-Fi



Increase ARPU & Open New Markets

- Upsell: Offer in Highest Tiers
- Legacy Upsell: Offer Community Wi-Fi package upsell
- Entering New Markets: Municipal Organizations; Education/School Districts; MVNO Offload



Differentiate From Competition

- Offer in new/competitive markets
- New Subscriber Acquisition
- Drive unparalleled experience inside **and outside** home



Build Brand Loyalty

- Increase brand recognition; customer satisfaction (NPS)
- Optimize Marketing Spend
- Strength Community Ties/Goodwill





Wi-Fi Roaming Alliance

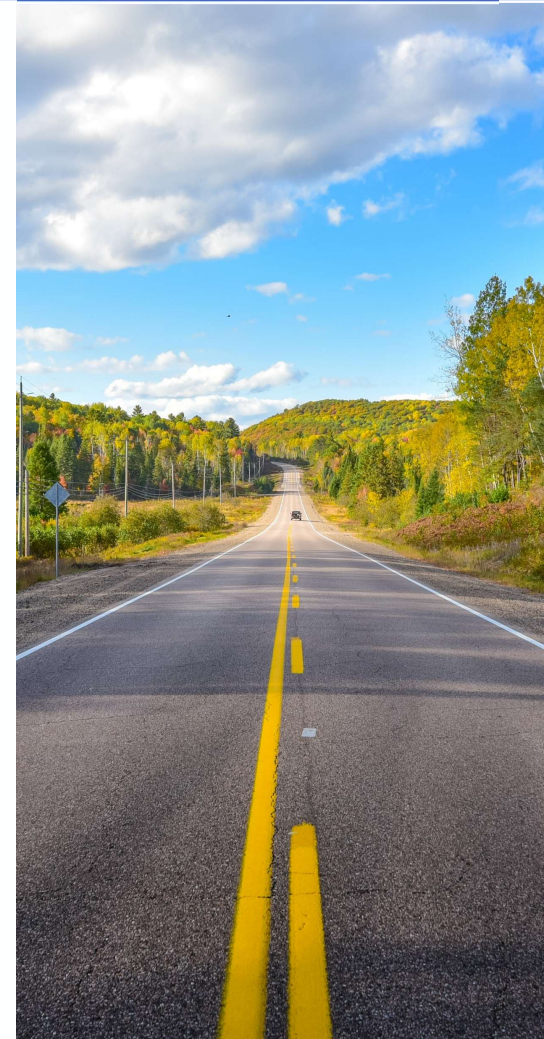
**Take your Community Wi-Fi experience
on the road!**

What is the SmartTown® Alliance?



Transform the Wi-Fi Experience for Subscribers by offering connectivity beyond your footprint

- ❑ The 1st 100% Fiber-Fed, fully authenticated Alliance
- ❑ Alliances brings together multiple SmartTown enabled BSP networks
- ❑ Provides subscribers with an automatic and secure Wi-Fi experience across multiple BSP footprints without the need for users to authenticate with a network each time
- ❑ BSPs deploying SmartTown can enhance and increase their business value by becoming part of the Alliance



Benefits of a Community Wi-Fi 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



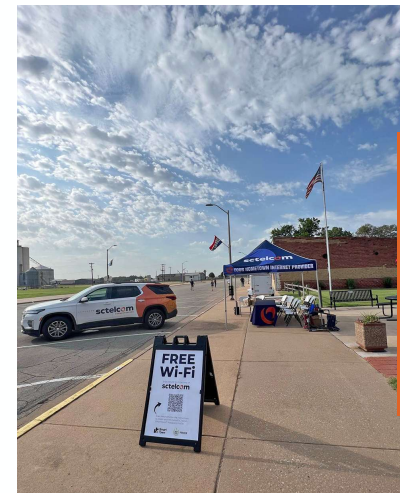
Simplify. Innovate. Grow.

Community Wi-Fi Success Stories

Community Wi-Fi Success: SCTelcom



- ❑ Deployed in public spaces in 1 city, launched with a community event, invited subscribers
- ❑ Enabled Subscriber GigaSpires in the 1st city to provide community roaming
- ❑ Invited municipal workers
- ❑ Expanded deployment city by city in public spaces (downtowns, parks, HS fields and gyms, community pools) and continued to enable GigaSpires to expand the SmartTown network
- ❑ Expandend to students in Fall 2024





sctelcom®

Attica, KS

75%
of Attica, KS
Wi-Fi Coverage

Providing SmartTown
Wi-Fi in communities
unserved by cellular
providers



Simplify. Innovate. Grow.



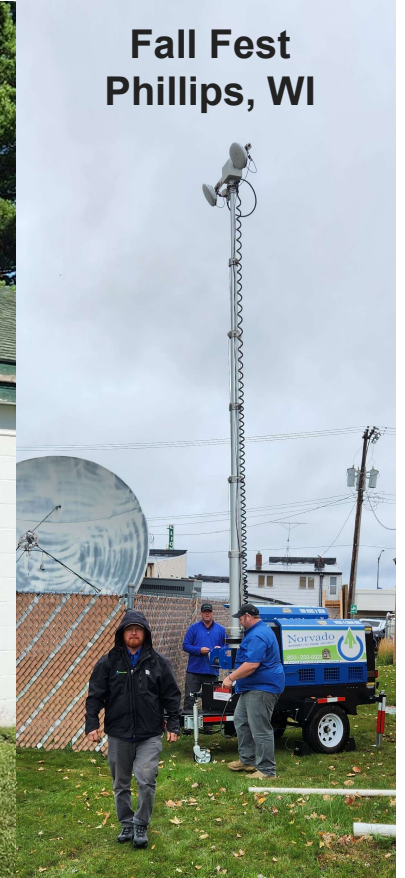
Norvado: Mobile WiFi at Community Events



**Bar Stool Races
Drummond, WI**



**Fish Boil
Port Wing, WI**



**Fall Fest
Phillips, WI**



New Subscriber Acquisition; Optimize Marketing Spend; Build brand loyalty; Increasing customer satisfaction; and support the community

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NPS
Score

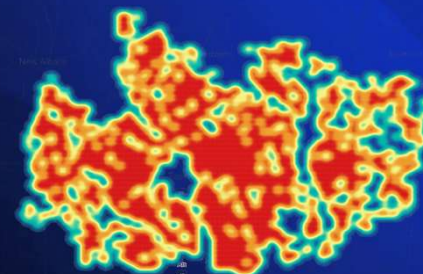
100+
First
Responder
Orgs

21%
Subscriber
growth
since
launching

Optimized
Marketing
Spend
with
Public
Spaces

Awarded
State of MS
Broadband
Grant for 1st
Responders

13
Towns
9 Schools



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Slide 20

PF10 [@Candice Mayberry Storsveen] [@Teresa Mastrangelo] - the slide says 100+ first responder orgs... but the notes say they added 65 locations Is it the 68 + 65 ? Locations (and each location has an emergency service org?)

Pam Ferguson, 11/17/2024

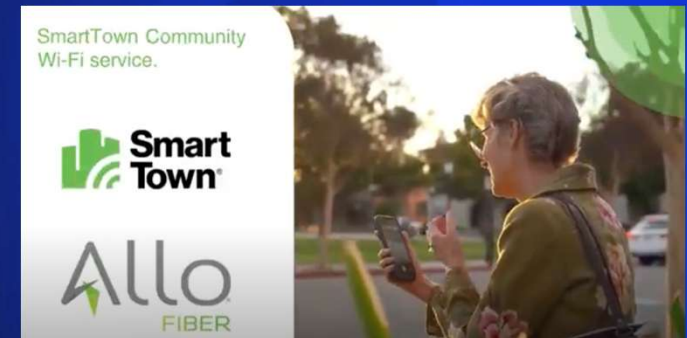
TM4 [@Pam Ferguson] They have engaged all of them, but will be adding the gigapros to the additional locations with the grant

Teresa Mastrangelo, 11/18/2024



Leveraging SmartTown to Enter New Markets

- ❖ Municipal Employees
- ❖ First Responder Organizations
- ❖ Partner with School Districts for Student Access
- ❖ MVNO Offload Services

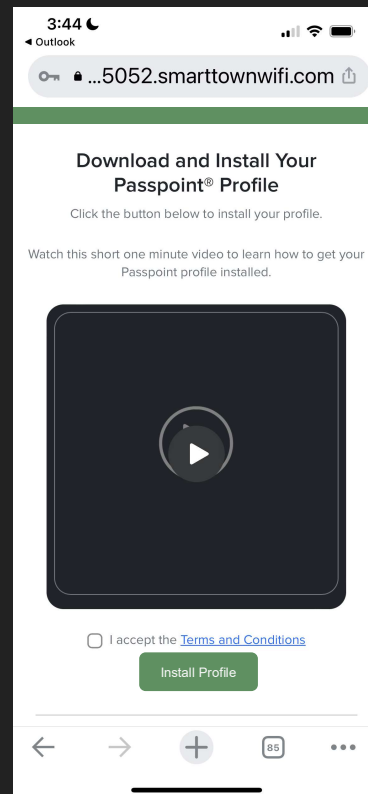
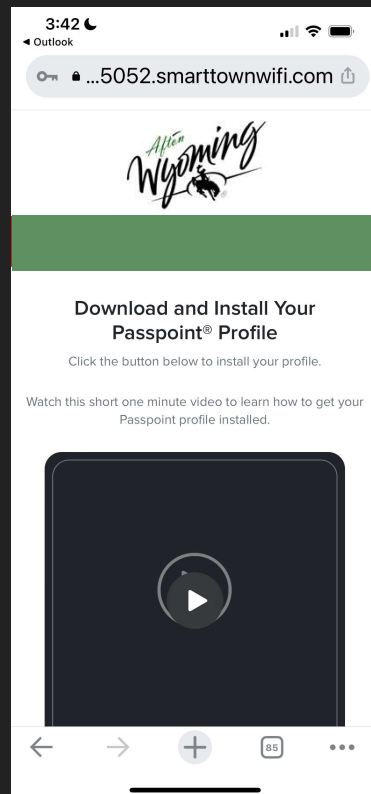
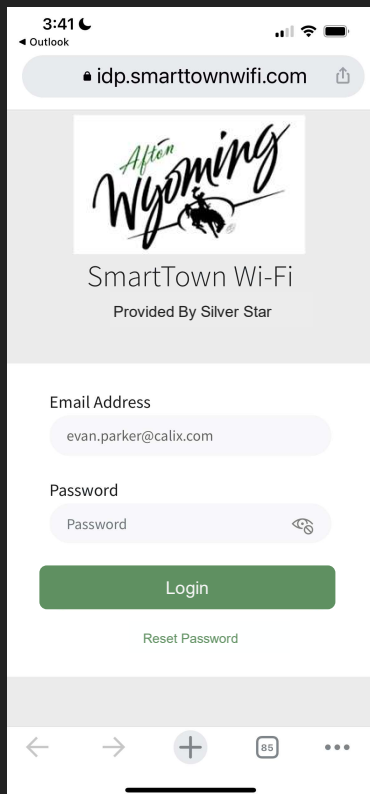


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Customization & Branding



Community Wi-Fi emails and microsites are customizable. Colors, logos, and the copy can be tuned for each of your SmartTown communities in Calix Cloud.

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

Community traffic

Home Network user content
and parental control settings
managed with ExperienceIQ

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®

Thank you