



## Calix Dominates With Year-Over-Year Global Acclaim by Enabling Broadband Providers To Achieve Go-to-Market Excellence and 90+ Net Promoter Scores

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*Calix gains consistent acclaim inside and outside the industry—recently awarded “Marketing Disruptor of the Year,” “Marketing Campaign of the Year,” “Best Use of Data to Drive Brand Strategy,” “Best Cloud Platform,” and more—as customers large and small differentiate to win residential, community, and business markets with the Calix Broadband Platform and unique go-to-market programs*

SAN JOSE, Calif.--(BUSINESS WIRE)--Jun. 18, 2024-- [Calix, Inc.](#) (NYSE: CALX) today announced that the success of its customers has earned the company a host of [Stevie® Awards](#) from the 2024 American Business Awards®. This latest recognition underscores the growing acclaim Calix continues to receive—from inside and outside the industry—for enabling broadband service providers (BSPs) of all sizes to differentiate and win. Over the past two years, [TMC](#), [Digiday](#), and more have recognized the cloud capabilities of the [Calix Broadband Platform](#) and a host of unique go-to-market programs: [Customer Success Services](#), [Market Activation](#), and [Business Insights Services](#). Notably, the international Broadband Multimedia Marketing Association ([BMMA](#)) has recognized Calix seven years in a row. These honors demonstrate the significant impact Calix continues to make in enabling BSPs large and small like [CL Tel](#), [Connexin](#), [DirectLink](#), [Highline](#), [Hyak](#), [Jade Communications](#), [Panhandle Telephone Cooperative](#) (PTCI), [SCTelcom](#), [Tombigbee Fiber](#), and [Cablelynx Broadband](#) to build sophisticated go-to-market engines around differentiated offers that can grow revenue and yield industry-leading [90+ Net Promoter Scores](#)<sup>SM</sup> (NPS®).

Calix has a unique portfolio to enable this go-to-market success, starting with [Calix Engagement Cloud](#) on its platform. BSPs use Engagement Cloud as their marketing insights engine, leveraging data-driven insights to target differentiated [SmartLife](#)<sup>™</sup> managed services to the right subscribers at the right time. Integrations with Mailchimp, HubSpot, and leading social platforms further enable BSPs to accelerate time to revenue. With a tailored package strategy and Engagement Cloud insights, Highline boosted average revenue per user (ARPU) [by 15 percent](#) and achieved a 95 percent customer satisfaction score (CSAT) across six U.S. states in just six months. PTCI's data-driven campaign in Oklahoma led to a [75 percent upgrade rate](#). In the U.K., Connexin's residential bundles with [SmartHome](#)<sup>™</sup> managed services saw a [80 percent increase](#) in take rates, leading to an incredible 50 percent boost in ARPU.

“We are proud to share these accolades with Calix,” said Lynn Hall, chief marketing officer at Highline. “With cloud insights on the Calix Platform and extensive managed services, we're able to design packages that speak to subscribers' exact needs. We don't sell speeds. We sell value. With our Calix partnership, we will continue to deliver differentiated offerings that improve subscribers' daily lives.”

Calix significantly invests in award-winning programs like Customer Success Services, Market Activation, and Business Insights Services to help customers put insights from Engagement Cloud into market. These programs enable Calix customers to maximize their investment in the Calix Platform and achieve greater business outcomes.

Awards for the Calix Platform and programs include:

- Gold Stevie “[Marketing Campaign of the Year](#)” with customer Highline for Engagement Cloud (2024)
- Silver Stevie “[Marketing Disruptor of the Year](#)” with customer Highline for Engagement Cloud (2024) and a Bronze Stevie in the [same category](#) with Jade Communications (2023)
- Silver Stevie “[Best Use of Data to Drive Brand Strategy](#)” with customer PTCI for Engagement Cloud (2024)
- Bronze Stevie “[Best Cloud Platform](#)” for Engagement Cloud (2023, 2024)
- Bronze Stevie “[Best Business Technology Pivot](#)” for Engagement Cloud (2023)
- Business Intelligence Group [Sales and Marketing Technology Award](#) for Engagement Cloud (2023)
- TMC Internet Telephony and Cloud Computing “[Product of the Year](#)” awards for Engagement Cloud (2023)
- BMMA [Best in Class Marketing Awards](#) seven years in a row, recognizing Engagement Cloud (2023, 2024), Market Activation program (2022), and more
- Digiday “[Best Advertiser in TV or Video](#)” for the Gerry Dee video series in the Market Activation program (2023)

“We are incredibly proud of the widespread recognition Calix continues to receive, even beyond our own industry,” said Matt Collins, chief commercial operations officer at Calix. “This cumulative success is a testament to the hundreds of customers who are leveraging our unique broadband platform, managed services, and go-to-market programs to differentiate and win residential, community, and business markets. Instead of selling speeds and feeds, these BSPs are transforming their go-to-market with differentiated offerings, delivering value that speaks to exactly what their subscribers want

and need. The results are revolutionary business outcomes. Look at Connexin growing ARPU by 50 percent and Tombigbee Fiber's NPS above 90. That is the power of what our platform and programs can do for broadband businesses of any size. Our teams will continue to support the success of our customers as they transform society, one community at a time."

Learn how the [Calix Broadband Platform](#) enables BSPs to transform their value proposition, grow their business, and lead in their market.

### **About Calix**

[Calix, Inc.](#) (NYSE: CALX)—Calix is a cloud and appliance-based platform and managed services company. Broadband service providers leverage the Calix Broadband Platform, cloud, and managed services to simplify operations, engagement, and service; innovate for their consumer, business, and municipal subscribers; and grow their business and the communities they serve.

Our end-to-end platform and managed services democratize the use of data, enabling our customers of any size to operate efficiently, acquire subscribers, and deliver exceptional experiences. Calix is dedicated to driving continuous improvement in partnership with our growing ecosystem to support the transformation of our customers and their communities.

This press release contains forward-looking statements that are based upon management's current expectations and are inherently uncertain. Forward-looking statements are based upon information available to us as of the date of this release, and we assume no obligation to revise or update any such forward-looking statement to reflect any event or circumstance after the date of this release, except as required by law. Actual results and the timing of events could differ materially from current expectations based on risks and uncertainties affecting Calix's business. The reader is cautioned not to rely on the forward-looking statements contained in this press release. Additional information on potential factors that could affect Calix's results and other risks and uncertainties are detailed in its quarterly reports on Form 10-Q and Annual Report on Form 10-K filed with the SEC and available at [www.sec.gov](http://www.sec.gov).

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