![Calix logo]

Calix Expands Wi-Fi Installation Portfolio With a New Field Service App So Service Providers Can Delight Subscribers While Turbocharging Growth

August 28, 2024

Calix delivers a new Field Service App, enabling field technicians to leverage data to optimize subscriber installations—the third data-driven installation option Calix offers service providers seeking to accelerate growth and subscriber satisfaction

SAN JOSE, Calif.--(BUSINESS WIRE)--Aug. 28, 2024-- Today, Calix, Inc. (NYSE: CALX) unveiled the Calix Field Service App for the Calix Broadband Platform. This app optimizes home visits, equipping field technicians with cloud automation and insights to deliver excellent installation services and facilitate upselling. With the launch of the app, broadband service providers (BSPs) partnering with Calix now have three data-driven residential Wi-Fi installation options: "do-it-yourself" subscriber self-installation via the Command**IQ**® subscriber app, assisted subscriber self-installation with remote BSP support using Calix Cloud, and field technician onsite visits fully optimized by the Field Service App. In this way, BSPs can leverage the power of the Calix Platform to impress subscribers from the first touchpoint with customized, data-driven installation experiences. At the same time, the platform allows BSPs to enhance the efficiency of their support teams while continuing to differentiate their offerings with Calix SmartHome ™ managed services.

Residential Wi-Fi system installation options are critical to BSP growth, as the fiber-to-the-home (FTTH) market is expected to continue steadily expanding for the next decade. While subscribers are increasingly comfortable with installing their own Wi-Fi systems, field visits are sometimes necessary. Accordingly, Calix now makes three seamless installation options available so BSPs can deploy the strategy that best suits the needs of their subscribers:

- **"Do-it-yourself" subscriber self-installation via the CommandIQ app.** Calix recently enhanced the Command**IQ** mobile app, allowing BSPs to offer subscribers a self-installation option for Calix GigaSpire® and Calix GigaPro ™ systems. This gives BSPs a powerful way to elevate the subscriber experience without a truck roll. Using Calix Cloud, BSPs can pre-configure the Wi-Fi system so that it automatically provisions and syncs with the subscriber's Command **IQ** app when plugged in. The app then guides the subscriber through the setup so they can start enjoying secure broadband experiences immediately.

- **Assisted subscriber self-installation with remote BSP support using Calix Cloud.** Earlier this year, Calix released upgraded customer support insights in Calix Cloud that enable assisted subscriber self-installation with the guidance of a remote BSP customer service representative (CSR). For subscribers who prefer convenience with added support, this assisted option combines the flexibility of self-installation through the Command**IQ** app with help from their CSR. With deep visibility into the subscriber experience accessible via Calix Cloud, CSRs can seamlessly jump in to support a subscriber through a successful installation.

- **Field technician onsite visits, fully optimized by the Field Service App.** When a home visit is necessary, the Field Service App empowers field technicians to deliver white glove service while reducing operating expenses (OPEX) by consolidating tasks and speeding up resolutions. It also captures data for backend automation, streamlining workflows and enhancing service efficiency. The app integrates cloud automation, including the Wi-Fi analyzer capability for automated diagnostics and recommendations, further boosting operational efficiency.

"We expect the Field Service App to significantly improve our installation processes," said Troy Mack, network operations manager at West Carolina. "Its flexibility and usability allow it to efficiently guide our technicians, standardize best practices, and deliver critical insights into the subscriber's home network. With the app in hand, I'm confident new technicians can easily follow the same workflow as our seasoned leaders, resulting in streamlined installations, reduced manual tasks, and enhanced operational efficiency and service quality."

As they embrace new installation options to ensure they can meet the needs of every subscriber, all Calix customers can access the award-winning Calix Success organization for more personalized, hands-on support. Calix success managers help BSPs streamline the transition from truck rolls to subscriber self-installation, optimize customer support workflows, and more. They are also rolling out additional installation enablement materials and

guidance to complement the launch of the Field Service App.

"Customer support is a major competitive edge for BSPs," said John Durocher, chief customer officer at Calix. "We continuously improve the Calix Platform and Success organization to help our customers meet their subscribers' changing needs. The Wi-Fi system installation is a crucial first step to make a lasting impression. Our success managers are dedicated to helping BSPs get the most out of every installation. By providing data-driven insights and flexible installation options, BSPs can offer the best experience to their subscribers, driving growth while upholding their brand's high standard of support."

Learn how Calix Cloud on the Calix Broadband Platform enables installation options to fit every subscriber's need, helping drive rapid BSP growth.

About Calix

Calix, Inc. (NYSE: CALX)—Calix is a platform, cloud, and managed services company. Broadband service providers leverage Calix's broadband platform, cloud, and managed services to simplify their operations, subscriber engagement, and services; innovate for their consumer, business, and municipal subscribers; and grow their value for members, investors, 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.

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