



## Calix SmartHome Evolves So Broadband Providers Can Protect Vulnerable Residential Subscribers From Sophisticated Cyberattacks

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*New Calix SmartHome offerings include advanced security features with powerful standard and premium options, enabling customers to combat escalating digital threats while delivering enhanced experiences for remote work, gaming, and more*

SAN JOSE, Calif.--(BUSINESS WIRE)--Oct. 14, 2024-- Today, [Calix Inc.](#) (NYSE: CALX) announced significant updates to [Calix SmartHome](#)™ that will help broadband service providers (BSPs) meet every home internet need with enhanced security and comprehensive offerings. Unveiled at [Calix ConneXions](#), these SmartHome innovations make it easier for BSPs to support the growing demands of residential subscribers, seamlessly handling online work, play, and more—all on one network. The redesigned [Calix CommandIQ](#)® app lets subscribers manage advanced network settings, ensuring a smooth experience for everyone in the home. Critical security services—[ProtectIQ](#)® network-level cybersecurity, [ExperienceIQ](#)® advanced content controls, and new [ScamWatchIQ](#)™ for dark web identity monitoring—will come standard in SmartHome. These offerings will help BSPs defend subscribers from increasing cyberattacks projected to [cost \\$10.5 trillion](#) by 2025. Additionally, new premium SmartHome managed services will allow BSPs to further tailor offerings for unique subscriber needs like [HomeOfficeIQ](#) for mobile backup or [GamerIQ](#)™ for optimized gaming performance.

SmartHome transforms BSPs into experience providers, enabling them to [succeed](#) in a market where [speed alone](#) is [insufficient](#). Because SmartHome is integrated with the [Calix Broadband Platform](#), BSPs can leverage real-time insights to quickly launch new services with minimal operating expense (OPEX). This enables them to deliver exceptional experiences that enrich family time, support growing remote work careers, and power thrilling online entertainment. Premium managed services like [anti-cyberbullying](#) monitoring and property protection with [connected cameras](#) will further set Calix customers apart while addressing the growing responsibility to safeguard their subscribers. In 2024, cyber threats from state-affiliated, criminal, and ideologically motivated actors [have escalated](#), increasingly targeting U.S. residents.

With the evolution of SmartHome on the Calix Platform, BSPs have the tools to create safe, value-based broadband offerings that address every residential need, thanks to:

- **New dark web protection with 24/7 monitoring and claim support.** [ScamWatchIQ](#) is a standard SmartHome managed service for dark web monitoring that alerts subscribers of threats and provides actionable response tips—easily managed in [CommandIQ](#). Calix customers can also deploy a premium version, [ScamAssist](#)®, for deeper identity scam resolution services and 24/7/365 access to identity theft professionals. [ScamAssist](#) specialists help subscribers file claims, place fraud alerts, and initiate credit freezes with agencies. Both [ScamWatchIQ](#) and [ScamAssist](#) safeguard subscribers' identities by monitoring far beyond what is accessible through traditional search engines.
- **More personalized experiences for remote workers and gamers.** [HomeOfficeIQ](#)™ provides mobile backup for work-from-home subscribers, keeping essential devices connected during service outages or weather disruptions to enhance the remote work experience. Subscribers can link their [Calix GigaSpire](#)® system to personal mobile hotspots and choose which SSID networks to back up. For gamers, [GamerIQ](#) offers a “hardcore gamer” setting that can be activated with a single click through [CommandIQ](#), enabling easy prioritization of gaming systems.
- **A faster app experience for easier network management and increased brand awareness.** Calix is reimagining the [CommandIQ](#) app as part of its SmartHome evolution, delivering a more intuitive, customizable experience for subscribers. The redesigned app, fully customizable with the BSP's brand, is integrated into every SmartHome package and features an enhanced home screen with quick-access tiles, carousels, and easy navigation. Subscribers can seamlessly manage Wi-Fi, monitor network activity, and access billing and service updates. The upgrade also provides fast access to new managed services like identity

## and social media monitoring while enabling BSPs to embed custom links and offers—boosting engagement and brand interaction.

"The expanded SmartHome managed services portfolio will enable us to better serve our customers with critical services to help them be safe and have a better online experience," said Marcus Bott, vice president of operations at [Rally Networks](#). "Since these services are integrated with the Calix Platform, our team can easily launch them while keeping OPEX low. This enables us to swiftly implement new services that protect all our residential subscribers from rising cyber threats while empowering remote workers, supporting students, providing families with peace of mind, and keeping gamers engaged with seamless and safe connectivity."

Calix customers can access [Calix Success](#) for support deploying SmartHome managed services. The Success team offers help with everything from network design and optimization ([Success Delivery](#)) to tailored guidance for launching new services and reducing time to revenue ([Success Guidance](#)). Customers also benefit from 24/7 support for network and service availability ([Success Support](#)) and access to top-tier training and certification ([Success Education](#)).

"Community-focused broadband service providers now have the opportunity to protect even the most vulnerable subscribers, like the elderly, who are frequently targeted by sophisticated cyberattacks," said Michael Weening, president and chief executive officer at Calix. "With the latest SmartHome enhancements, we've listened to our customers and made it simpler for them to meet their growing responsibility to protect residential subscribers from increasing security threats. After investing over a decade and more than \$1 billion into our platform, Calix customers remain agile and can quickly incorporate new innovations to meet evolving household broadband needs—all backed by advanced security. This is the future of residential broadband, and Calix customers are leading the way."

SmartHome is part of the [Calix SmartLife](#)™ portfolio of purpose-built managed services, enabling BSPs to quickly and seamlessly deliver tailored Wi-Fi services for different subscriber segments using the same cloud-enabled broadband platform. The portfolio also includes [SmartTown](#)® (community), [SmartBiz](#)™ (small business), and [SmartMDU](#)™ (multi-dwelling units).

Calix ConneXions attendees can stop by the SmartHome booth at the Wynn in Las Vegas, October 14 and 15.

Discover how [SmartHome](#) managed services and the Calix Broadband Platform drive residential market growth for BSPs.

### 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](http://www.sec.gov).

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