

## CASE STUDY

# DirectLink Achieves 10 Percent Market Penetration in 4 Months by Leveraging Calix SmartBiz



### COMPANY

DirectLink

### Year Founded

1900

### COMPANY TYPE

Cooperative

### WEBSITE

<https://directlink.coop/home>

### LOCATION

Canby & Mt. Angel, OR

### SERVICES

Business and residential services including high-speed internet, telephone, VoIP, and unified communications

### SUBSCRIBERS

8,000 residents and businesses

## THE CHALLENGE

Oregon-based cooperative DirectLink has connected residents and businesses with innovative communications services since 1904. After becoming one of Oregon's first Gigabit communities in 2014, the cooperative is now on track to build fiber across 100 percent of its footprint. A Calix customer since 2003, DirectLink launched their OMNI fiber optic high-speed internet offering for residential members in 2022, providing an all-inclusive, easy-to-use home experience.

With about 900 businesses in their service area—most being small and medium businesses (SMBs)—DirectLink knew there was significant demand to provide a similar exceptional experience for local business owners. To deliver on this, DirectLink needed a productivity solution purpose-built for the specific needs of small businesses.

## THE SOLUTION

Until recently, broadband service providers (BSPs) like DirectLink had limited options to address the rapidly growing SMB market. They could repurpose residential products or scale down complex and expensive enterprise-grade solutions. This changed with the launch of Calix SmartBiz™ in 2023.

With the all-in-one managed service solution, DirectLink has everything they need to help all types of small businesses thrive. DirectLink can now give SMBs the robust business productivity capabilities long enjoyed by larger enterprises—but without the complexity and cost.

SmartBiz includes dedicated Wi-Fi networks, network security (including content restrictions) and network resilience to ensure critical systems stay connected.

“What sets SmartBiz apart is its flexibility and seamless integration into any small business. From insurance companies and law offices to coffee shops and local farms, a diverse array of businesses are now benefiting from productivity tools that will save them time and money. With Calix, DirectLink is transforming our business model and our go-to-market strategy. We're excited by the enormous impact SmartBiz is already having on small businesses and our communities throughout Oregon.”

- Derrick Mottern, Chief Operating Officer

Under the “OMNI Pro” brand, DirectLink delivers networking, security, and productivity software supported across familiar Calix GigaSpire® and GigaPro® Wi-Fi systems. Backed by Calix Cloud®, DirectLink ensures consistent customer support and unified operations, while taking advantage of targeted engagement. And with the CommandWorx™ mobile app (branded as OMNI Pro IQ), subscribers can easily control their experience from the palm of their hand.

Along with resources from the Calix Smart Start for Managed Services program, DirectLink accelerated their time to market, rapidly exceeding their projections and goals. DirectLink also utilized some elements in the Calix Market Activation program, with world-class marketing materials and pre-built campaigns that make it easy to reach small businesses with SmartBiz offers.

## THE RESULTS

DirectLink originally tested SmartBiz with select SMB customers before officially launching SmartBiz under the OMNI Pro brand in October 2023.

Like their residential service, DirectLink offers SmartBiz as an all-inclusive solution. OMNI Pro subscribers get all SmartBiz capabilities included in the price of their broadband service, backed by DirectLink’s exceptional service and support. Small businesses—restaurants, mechanics, law offices, nurseries, electricians, even a winery—can take advantage of the features that work best for them.

Response to their SmartBiz service has been phenomenal. DirectLink met their three-month adoption target within three weeks of launching the service. In just four months, they had signed on more than 100 SMB customers, positioning them to achieve their 2024 goals well ahead of plan.

A major factor in DirectLink’s success with SmartBiz is the consultative approach they take in onboarding each small business. DirectLink provides a white-glove, concierge experience, working with business owners to understand their unique needs and priorities. DirectLink trains subscribers on every SmartBiz feature and helps customize the OMNI Pro-branded CommandWorx app so they can seamlessly control their experience. This approach has resulted in 100 percent adoption of the mobile app, underscoring the tremendous value it brings SMBs.

Thanks to their cooperative culture and exceptional offerings for residents and businesses, DirectLink enjoys a 92 percent likelihood to recommend rating. Now, with SmartBiz, subscribers have even more reason to be happy.

**Learn how you create compelling offers for small businesses—schedule a SmartBiz consult today.**

## RESULTS

# 100+

**small businesses  
signed up for  
SmartBiz in 4 months**

# 100%

**adoption rate of  
CommandWorx mobile  
app**

# 92%

**likelihood to  
recommend rate**