

Revenue EDGE Enablement Services

Calix Services can provide the help and guidance you need to effectively plan, prepare, launch, and grow your managed services into market. Our goal is to make BSPs successful with growing their business and Calix Services have put together field proven enablement and deployment services to help you differentiate your offerings and excite you subscribers.

Revenue EDGE Enablement Services are designed to support your entire organization—Marketing, Broadband Operations, Customer Support, and Field Technician teams—and help you align and execute faster and more effectively.



Help for Every Step of Your Managed Services Journey with Revenue EDGE Enablement Services

We understand the challenges you face when it comes to successfully launching new services into market. It takes planning, establishing and testing new service activation and support processes, business case development, developing service offers, and creating go-to-market strategies. Most importantly, it takes leadership commitment, cross organizational buy-in, and team readiness and confidence. Calix Services has put together a critical set of services and enablement resources to help you accomplish all these objectives with your managed services roll out.

Calix Services has you covered when it comes to rolling out new managed services. Calix Services offerings cover enablement, guidance, and resources for the key organizations involved, and we do that with hands on assistance and training that take you through the key steps to plan, prepare, launch, support, and grow and be successful.

Launch Preparation and Execution

Smart Start for Managed Services:

Smart Start for Managed Services ensures you can rapidly plan, launch, support and grow managed services like Bark, Servify Care, Arlo Secure, and SmartTown™ with confidence. You have access to Calix Customer Success experts that will help you align and enable your teams with a cross organizational, step-by-step blueprint to successfully introduce new services in your market. A Customer Success Specialist guides you in a comprehensive engagement with data driven go-to-market planning, support and installation enablement along with actionable insights and resources to fast track your time-to-revenue. In addition to providing go-to-market strategy planning and business modeling, your Customer Success Specialist leads your teams through the end-to-end new service introduction process.

PLAN	MARKET AND SELL	OPERATIONS-CUSTOMER SUPPORT READINESS	TEAM ENABLEMENT
<ul style="list-style-type: none">• Go-to-Market strategy• Business Case development• Subscriber sign-up process	<ul style="list-style-type: none">• Employee trial plan• Soft launch/ full launch• Post launch engagement• Billing and order management• Inventory management	<ul style="list-style-type: none">• Provisioning, customer support, and troubleshooting enablement• Installation best practices• Managing and monitoring case escalation• Return Merchandise Authorization	<ul style="list-style-type: none">• Managed Services Foundation Boot Camp• Value positioning• Upsell and cross-sell tips





Revenue EDGE Foundation Boot Camp

Team readiness and confidence are further ensured through the Revenue EDGE Foundation Boot Camp that covers service positioning and tips on upselling and cross-selling managed services to your subscribers. The Boot Camp, included with Smart Start, helps you grow your managed services by enabling your teams with the tools and knowledge to excite your subscribers on the value of your solutions. Revenue EDGE Foundation Boot Camps can increase your Marketing, Customer Support and Field Installation teams' ability to confidently position and upsell the value and benefits of Revenue EDGE-based offerings including managed services like Bark, Arlo Secure, Servify Care, and SmartTown™.

The Foundation Boot Camp is also available to any BSP with a Premier Success entitlement and provides your team with access to one-on-one engagements that cover the following:

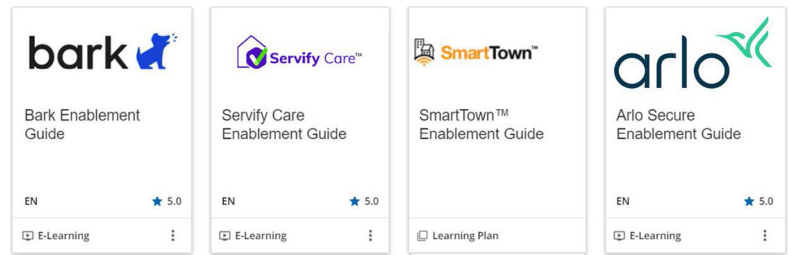
- CommandIQ and managed services positioning including ProtectIQ™, ExperienceIQ™, Arlo Secure, Servify Care, Bark, and SmartTown™
- Joint goal setting, organizational alignment, and subscriber engagement role playing
- Wi-Fi technology and troubleshooting introductory basics and playbooks with field proven best practices
- Quick introduction to managed Wi-Fi, GigaSpire systems, and software updates

Managed Services Enablement Guides

Managed services Enablement Guides provide you a detailed step-by-step blueprint for rapidly rolling out and growing new managed services. Enablement Guides take the guesswork out of new product launches and include a curated collection of industry best practices resources including playbooks, market activation creative assets, knowledge base articles, and "howto" videos to take you from planning, through launch, and on-going support.

Enablement Guides can be found in the Calix University Solutions Academy and are available to all Calix customers. Current Enablement Guides include:

- Bark Enablement Guide
- Servify Care Enablement Guide
- Arlo Secure Enablement Guide
- SmartTown Enablement Guide – Events and Subscribers





Train and Upskill Your Teams

Revenue EDGE eLearning Enterprise Subscription

Subscription for Revenue EDGE gives all team members in your organization access to a collection of job rolebased eLearning courses on Calix Cloud, GigaSpire BLAST systems, and business and technology topics. These courses are critical to building knowledge on managed services and will accelerate team competency and skills of your Marketing, Customer Support, and Field Technicians organizations.

For one annual fee all employees within your company will have the ability to access the Revenue EDGE eLearning courses as well as take advantage of the periodic updates to those courses as features are added or capabilities change to the solutions. These courses provide a solid foundation for managed services training and are an important addition to get your teams trained and new people up to speed. To see the list of eLearning Courses in the Revenue EDGE Enterprise eLearning Subscription, go to the [Calix Education Services online course catalog](#).

Revenue EDGE Enablement Workshop

Broadband Service Provider (BSP) Customer Support and Field Installation teams are dealing with constantly changing technology that impacts how they activate, deliver, support, and troubleshoot end-to-end managed services for their subscribers. The EDGE Enablement Workshop is designed to jump start your Revenue EDGE technical readiness and help those teams to rapidly deploy an exceptional managed service experience.

Both new established BSPs benefit from the in-depth technology and Calix solutions training, hands-on labs, and field installation demonstrations that allow your subscriber facing teams to deliver managed services efficiently and confidently.

The EDGE Enablement Workshop is customizable with flexible onsite, multi-day, and remote delivery options and covers the important skills your team needs to know including:

- Wi-Fi 6, 6E, and managed Wi-Fi technology
- GigaFamily systems, CommandIQ®, managed services including ProtectIQ™, ExperienceIQ™, Bark, Servify Care, SmartTown, and Arlo Secure features and functionality
- Calix Deployment Cloud, and Calix Support Cloud overview and workflow setup
- Premises and service deployment scenarios and troubleshooting best practices
- Service delivery and service activation processes with Calix Support Cloud and GigaFamily systems
- Guided hands-on lab demonstrations
- Field installation demonstrations providing best practices on placement, subscriber turn-up, and troubleshooting using Calix Support Cloud, GigaSpire EWI, CommandIQ App, and MobilePRO
- On-site and remote Workshop options with managed service add-on modules that you can leverage as you expand your portfolio of managed services offerings.





Continuous Coverage for Partner Managed Services

Customer Support for Managed Services

BSPs are their subscribers' trusted partner when it comes to delivering a differentiated and awesome managed service experience. Calix Support for Managed Services makes maintaining partner managed services seamless and exceptional. It is specifically designed to help BSPs more efficiently support managed services, specifically Bark, Arlo Secure, and Servify Care. Calix Support for Managed Services includes the following features:

Continuous coverage – Continuous coverage of your partner-based managed services entitlement within Calix Cloud along with Deployment Cloud and Support Cloud issues. Calix Support is there to field problems you encounter with Calix Cloud and help you managed subscriber accounts effectively.

Cloud integration and monitoring – Calix Support covers Cloud integration and monitoring between Calix and the managed services partner cloud to ensure continuous interoperability. It ensures that your team has the support experience they've come to expect from Calix for partner managed services.

Issue resolution and coordination – Calix Support is working for you behind the scenes making sure any open issues with partner managed services are resolved. Calix has your back and meets regularly with the partner managed services team to make sure escalated and open issues are resolved.

Success For All

Success for All is the foundation on which all Calix Services programs are built. Available to all Calix customers, it comprises a comprehensive collection of resources, access to experts, and live peer-to-peer sessions. The collection of resources are continuously maintained and are designed to help you achieve faster adoption and improved value with your Calix Cloud, Access, and Premises investment.

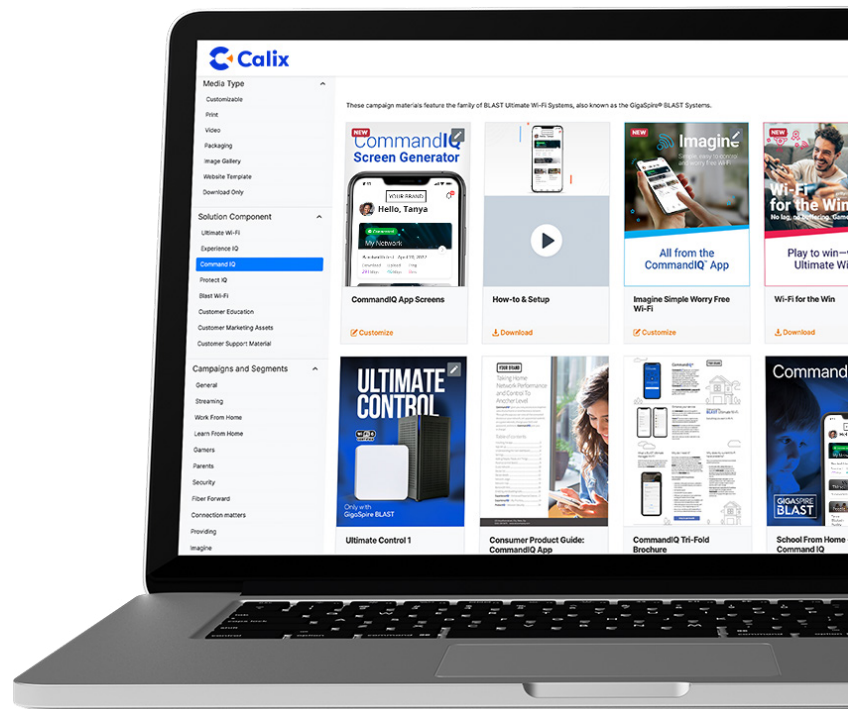
Calix Community – A vibrant online forum with over 4,400 members with thousands of existing knowledge base articles and over 350 new articles being added every quarter.

Virtual Engagement Sessions – Over 20 virtual engagement sessions each week consisting of Circles of Success, office hours with marketing and support cloud experts and regular success webinars.

Calix University Solutions Academy – Managed services enablement guides empower your entire team with of step-by-step selfpaced learning resources covering everything you need to know to launch a new service into market. Enablement guides available include Bark, Servify Care, Arlo Secure, and SmartTown for Events and Subscribers.

TAC TV – Self-help videos created by technical experts on popular technical, configuration, and troubleshooting topics.

Market Activation Resources – Revenue EDGE customers get access to comprehensive marketing programs from Quick Start Guides to webpage templates.





Transforming the Way You Launch and Grow New Services

Revenue EDGE Enablement Services are designed to provide you continuous help as you grow your portfolio. Service offerings are either included in your managed services licensing or can be purchased when you're ready to start rolling out specific managed services.

Calix Service	Arlo Secure	Servify Care	Bark	SmartTown
Smart Start for Managed Services	Included with Managed Service fee			
Revenue EDGE Foundation Boot Camp	Included with Smart Start			
Enablement Guides	Available to all customers - no additional charge			
Revenue EDGE Enablement Workshop	Included in Workshop fee <i>Module available</i>	Included in Workshop fee	Included in Workshop fee	Included in Workshop fee <i>Module available</i>
Revenue EDGE Enterprise eLearning Subscription	Annual subscription fee			
Customer Support for Managed Services	Managed Service add-on	Managed Service add-on	Managed Service add-on	Included in Essential Support
Success for All	Available to all customers - no additional charge			

To find out how to take advantage of Calix Revenue EDGE Enablement Services and see how they can help you, **contact your Account Executive.**

