



Calix Integrates Key Third-Party Applications into Calix Management System

CMS System Release 10.2 Integrates Clear Access, ETI Software, and Mapcom Systems, Dramatically Enhancing Service Provider Operational Efficiency

JUNE 19, 2007 PETALUMA, CA—Calix today announced a range of new third party applications integrated with the Calix Management System (CMS) Release 10.2. The new applications, in addition to enhancements to CMS itself, significantly improve service provider operational efficiency by reducing the time required provision advanced new broadband services and troubleshoot problems from the central office all the way into the subscriber home. Initial third party applications integrated with CMS include offerings from ClearAccess, ETI Software, and Mapcom Systems.

CMS is a server-based management platform that provides a single management interface for Calix network elements, as well as data collection, automated backup, auto-inventory collection, and reporting capabilities not typically found in access vendor Element Management Systems. Service providers use CMS to grow their networks and expand their service portfolios over fiber and copper networks. The CMS user interface strikes a powerful balance between the intuitive and simple provisioning and troubleshooting of a given service on one hand and the capacity for massive bulk provisioning and reporting for thousands of services simultaneously on the other. Powerful security and user management allows administrators to control access rights to network resources and to seamlessly integrate into any carrier network and operational model.

"CMS Release 10.2, with expanded support for third party applications, enables service providers to reap the benefits of a better managed network and a better managed business," said Phil Fine, director of multiservice management at Calix. "Providing a single management interface for all Calix access solutions, coupled with critical third party functionality, CMS helps service providers improve customer satisfaction while increasing operational efficiency."

The following applications are integrated with CMS in Release 10.2

ClearAccess—TR-069 auto configuration server (ACS) for managing residential and small business Ethernet and DSL gateways. The ClearAccess solution yields visibility into the subscriber's home network in order to promptly and effectively troubleshoot service problems and enables the provider to create new data service revenue streams. According to Ken Hood, CEO of ClearAccess, "Working with Calix is a win-win for our customers. Providers are able to improve service quality and reduce truck rolls for their subscribers using the already widely deployed CMS."

ETI Software—Back office service activation for Operational Support Systems (OSS) which automates total end-to-end service provisioning of IPTV, voice, and internet services. ETI Software's CEO, Peter

Pifer observed, "Service providers are increasingly competing on the basis of service activation time. Working with Calix, and its more than 425 North American customers, allows ETI Software to help service providers win that competitive battle."

Mapcom—Geographical Operations Systems (GOS) from Mapcom dramatically enhance the ability of service providers to map, document and manage dispersed network assets while providing geographical context to critical management systems such as the CMS. As Chuck Flournoy, Chief Operating Officer, put it, "With more and more high-speed network assets being pushed closer to the customer, managing these assets becomes critical. Calix, with a large footprint of remote terminal, remote node, and FTTP optical network terminals deployed, is a natural partner for Mapcom to work with and yields meaningful benefits to our customers."

A Platform for Network, Service, and Revenue Growth

CMS Release 10.2 provides a range of new functions that will enable service providers to manage service offerings ranging from POTS, IP voice, and data communications, to entertainment services like VOD and IPTV.

- *Flow-Through Service Activation.* Simplifying service providers' ability to turn up voice, video, and data services via normalized service activation is a key component of CMS. With a single mouse click, CMS enables providers to provision the entire service path, from central office to subscriber, regardless of whether the subscriber's CPE is an optical network terminal (ONT) or a DSL modem. Likewise, providers can add new services on demand, as they migrate more subscribers to service bundles.
- *Support for TR-069 Auto-configuration Server Manager.* CMS Release 10.2 includes support for auto-configuration server managers that employ TR-069, the CPE WAN management protocol. This integration moves the demarc to the subscriber side of the CPE, facilitating complete service management all the way to the subscriber's home network. As the number of IP-aware devices on the LAN expands, remote management becomes a critical tool for keeping operational costs under control as well as for offering managed data services
- *Subscriber Metrics for Program Selection, Local Ad Insertion.* CMS provides statistics on subscribers viewing patterns over time. This knowledge helps service providers that offer IPTV decide which channels belong in their program lineup. Providers can use the same information to pinpoint the true value of each channel to advertisers and determine pricing for local ad inserts based on time of day as well. With CMS, for example, a provider might find out that its sports channel has a high viewership on weekends, while network channels are more popular on weeknights. Providers can also use this function to determine local ad insertion rates for channels of local interest.
- *Capacity Planning—From Access Plant to Subscriber.* CMS gives providers a complete view of access bandwidth usage, so they can plan capacity upgrades in accordance with subscriber demand and application requirements. Extensive reports help service providers save on CAPEX

by better managing their bandwidth inventory and improving their ability to make business decisions. CMS can track bandwidth capacity down to subscriber access rates, ensuring the entire path is service-ready. CMS also provides the tools necessary to determine the take rate of services in order to better manage subscriber line inventory

- *Comprehensive Support for Voice and SIP-based Voice Applications.* CMS allows providers to configure Session Initiation Protocol (SIP) sessions and services, and supports network VOIP using H.248 as well as legacy TDM-based voice.

Contact Calix for pricing and availability associated with CMS Release 10.2.

About Calix

Calix is the largest telecom equipment supplier focused solely on access solutions for broadband service delivery. Service providers deploy Calix access systems to enable a rich set of information, communication, and entertainment services and to expand their revenue base beyond connectivity. Calix access innovation helps service providers transform their networks from circuit to packet, narrowband to broadband, and copper to fiber. Calix has deployed millions of ports and tens of thousands of systems into hundreds of service provider networks throughout North America. For more information, visit the Calix website at www.calix.com.

This press release may contain forward-looking statements that are based upon management's current expectations and involve risks and uncertainties. Forward-looking statements are based upon information available to us as of the date of this press 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. Actual results and the timing of events could differ materially from current expectations.

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