



2021 **CALIX**
CONNEXIONS
INNOVATION AND
LEARNING CONFERENCE



LET'S
GROW

SIMPLIFY. EXCITE. GROW.

OCTOBER 16-19, 2021

LEADERSHIP EXPERIENCE
OVERVIEW



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2021 **CALIX**
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SATURDAY, OCTOBER 16

Golf Tournament & Spa
Women in Telecom Summit
Women in Telecom Reception
Broadband Forum BAsE N. America Workshop

SUNDAY, OCTOBER 17

Building a Broadband Business
Technology Summit and Ask The Experts
Technology Summit Office Hours
Symposium on Next Generation Applications
Welcome Reception
Sponsor Reception

MONDAY, OCTOBER 18

Opening General Session
Leadership Experiences

- General Management
- Marketing
- Customer Support
- Network Engineering and Operations

Innovation Showcase and Expo
Circles of Success
Reception and Dinner
Evening Entertainment

TUESDAY, OCTOBER 19

Closing General Session
Business Topic Discussions
Circles of Success
Innovation Showcase and Expo



SATURDAY, OCTOBER 16

8:30 AM – 2:00 PM PT

Golf Shotgun Tournament, Angel Park Golf Club

Join fellow attendees for a Shot-Gun Tournament at Angel Park Las Vegas on Saturday prior to the opening of ConneXions 2021. Dress Code: Proper golf attire is required while playing golf at Angel Park Golf Club. Men: Collared shirts with sleeves, mid-length shorts and pants. Women: Collared shirt, sleeveless blouse of conservative design, mid-length shorts and pants. Clothing that is not appropriate includes: denim shorts, denim jeans, t-shirts, swimming attire, gym shorts, halter-tops, tank tops, cut-offs and other dress that is deemed inappropriate. Non-metal spikes must be worn while on the course. You may purchase Soft spikes for \$10.00 and they can be installed onsite. For your convenience, ice water coolers are provided to guests and are located on your golf carts. Sign up now!

- 7:00 AM Buses depart from the Wynn Tour Bus Entrance
- 7:15 AM – 8:30 AM Breakfast at Angel Park Clubhouse
- 8:30 AM Shotgun start
- 2:00 PM Buses return to the Wynn Tour Bus Entrance

9:00 AM – 3:00 PM PT

The Spa at Wynn Las Vegas

Relax, rejuvenate and unwind with a spa treatment at The Spa. Recipient of the Forbes Travel Guide Five-Star Award. Located in the Wynn Tower, the spa evokes the serenity of nightfall to relax the mind and body.

1:00 PM – 5:00 PM PT

Broadband Forum BAsE North America Workshop

4-hour workshop split into 2 sessions.

BAsE Session One: Voices from the Broadband Industry

Session focused on what is fundamental to the advancement of broadband services and the wider ecosystem. Opinions presented from key operators, national fiber associations and representatives from standards bodies.

BAsE Session Two: FTTx Access and Ecosystem Vendor Thought Leadership

Session focused on understanding the technology options from today's GPON to XGS-PON and beyond to 25G, 50G and 100G. Panelist presentation and roundtable covering such areas as:

- Future fiber technology options, timelines and use cases
- Key lessons for urban and rural deployments to ensure today's investment and ODN is aligned with future technologies and applications
- What will be the future network and service delivery architecture and how to ensure migration and interoperability?



SATURDAY, OCTOBER 16

3:00 PM – 4:30 PM PT (SESSION)

4:30 PM – 5:30 PM PT (RECEPTION)

Women in Telecom Summit

Calix is pleased to launch its inaugural Women in Telco Summit. Our summit features a keynote from Sally Helgesen, author of several books on female leadership, including *How Women Rise*. In this keynote, Sally will speak on how women's distinctive strengths and behaviors provide them with many advantages. Yet the very habits that help them early in their careers can hold them back as they seek to rise. Using vivid real-life examples that resonate and inspire, Sally helps participants:

- Identify how specific habits may hinder them as they move to a higher level
- Initiate simple behavioral changes that can smooth their path going forward
- Hold themselves accountable for changes that can benefit them and their organizations
- Become a more powerful resource for other women seeking to rise

Panel Discussion: Building a Bench for Future Leadership Positions

In this panel discussion we will explore how women in leadership positions have used coaching, sponsorship and mentorship to promote themselves and/or to help create the next set of female leaders. This panel will focus on what leaders did and how they did it, to help provide a roadmap for actions that can be taken to get yourself on the bench and/or to help build the bench on your team. The women on the panel are comprised of Calix senior customers and will be moderated a Calix female executive who sits on the Calix Executive Leadership team.

Networking reception will follow (4:30 PM – 5:30 PM PT).



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SUNDAY, OCTOBER 17

SUNDAY COMMUNITY

9:00 AM – 4:30 PM PT

Building a Broadband Business

Are you building a broadband business or expanding your existing one? In this session we take the complex task of building or expanding your business and boil it down into five key areas: Funding, Design, Deployment, Operation, and Marketing. In each section we will provide key best practices and opportunities for you to understand areas outside your focus as well as learn from industry experts and peers on how they have been successful building their broadband business.

9:00 AM – 4:30 PM PT

Technology Summit and Ask the Experts

Are you looking to understand how your company can play in the exciting 5G space, or do you want more details on PON technologies? Maybe you are hoping to pick up some best practices in network design, Wi-Fi, or back-office integration. If so, then the Technology Summit is for you! Join Calix and industry experts for opportunities to get all your questions answered in these technical discussions.

10:00 AM – 4:00 PM PT

Symposium on Next Generation Applications

This symposium will focus on emerging applications, their impact to broadband networks and how these applications will forever change the consumer expectation and experience. In the symposium we will explore Extended Realities, Immersive Teleconferencing, 8K+ Cloud Gaming and 8k+ streaming applications and their potential use in the home. These applications will require symmetrical bandwidth connections and edge computing to significantly reduce latency as the applications are adopted and mature. Used in aggregate these applications will profoundly change how we define broadband as a country. This symposium is hosted by Mountain Connect.



SUNDAY, OCTOBER 17

BUILDING A BROADBAND BUSINESS

Are you building a broadband business or expanding your existing one? In this session we take the complex task of building or expanding your business and boil it down into five key areas: Funding, Design, Deployment, Operation, and Marketing. In each section we will provide key best practices and opportunities for you to understand areas outside your focus as well as learn from industry experts and peers on how they have been successful building their broadband business.

SESSION ONE: 9:00 AM – 9:45 AM PT

The Broadband Funding Tidal Wave Has Hit—How to Get the Most Out of It

The strong business cases have one thing in common: A solid funding source. With the abundance of government spending towards broadband, broadband service providers must build strong partnerships with their state, county, and local governments to stay one step ahead. In this session, a panel of industry experts will review details on upcoming funding timelines, budgets, application strategies and eligible service areas for each of the following: Local and state ARPA program, NTIA / State Broadband Infrastructure plan and USDA ReConnect Round 3.

SESSION TWO: 10:00 AM – 10:45 AM PT

Best Practices for Designing a Successful Broadband Network

You want a simplified, highly scalable access network that can meet your future business and operational needs. For both new and existing broadband service providers, planning is paramount. You need to articulate your network vision into a detailed and workable architecture so that you can design and deploy a great broadband access network. This session will highlight seven design best practices and shared learnings that you can leverage in designing and architecting your access network for the future.

SESSION THREE: 11:00 AM – 11:45 AM PT

Innovate Your Broadband Buildout

Broadband Service Providers need to plan, build, and deploy best-in-class access networks delivering a wide array of broadband services while achieving time to market objectives. This session will cover deploying broadband access networks in the following areas:

- Ensuring High-Quality Installations via Best Practices and Automation Tools
- OSP Considerations for Successful Network Buildouts
- The Importance of Project Management
- Q&A Session



SUNDAY, OCTOBER 17

BUILDING A BROADBAND BUSINESS

SESSION FOUR: 1:00 PM – 1:45 PM PT

Moving from Service Provider to Experience Provider

Broadband Operations teams are balancing the need to become lean and agile with continuing to improve subscriber experience and proactively addressing service availability challenges. These challenges include having to sift through the noise from multiple network- and service-affecting issues simultaneously affecting their Network Operations Center (NOC), Help Desk, and Field Operations.

This session will highlight:

- The advantages of having network analytics and intelligence in the cloud
- The importance of industry standards
- Best practices for bringing together personnel from Network Operations, Customer Support, and Field Operations
- The role that products like Calix Operations Cloud and Calix Support Cloud play in transformation from service provider to experience provider

SESSION FIVE: 2:00 PM – 2:45 PM PT

Keys to Growing Your Broadband Business

Broadband marketing is a unique effort that requires a disciplined framework and specific workflows to deliver a world-class subscriber experience. Learn how to adopt a framework and the best practices required to make your broadband marketing efforts successful.

This session will include:

- Intro
- Introducing a framework for subscriber marketing
- Subscriber personas
- Best practices
- Practical examples
- Q&A

SESSION SIX: 3:00 PM – 4:30 PM PT

Let's Grow: Strategies for Navigating the Broadband Funding Landscape

Whether you're a Telco, WISP, cable operator, utility, muni or some other type of broadband service provider, you should understand how government funding programs will impact the broadband market for years to come.



SUNDAY, OCTOBER 17

TECHNOLOGY SUMMIT AND ASK THE EXPERTS

Are you looking to understand how your company can play in the exciting 5G space, or do you want more details on PON technologies? Maybe you are hoping to pick up some best practices in network design, Wi-Fi, or back-office integration. If so, then the Technology Summit is for you! Join Calix and industry experts for opportunities to get all your questions answered in these technical discussions.

SESSION ONE: 9:00 AM – 9:45 AM PT

Broadband Service Network Design

The broadband service delivery network stretches from the subscriber home to the gateway router, encompassing the fiber access network plus the IP service aggregation network. Join Calix solution architects and Calix Partners as they discuss how the simplicity of Layer 2 access networks are combined with flexible Layer 3 routing to create a service delivery network that is scalable, efficient, and secure. Session will provide opportunity for Q&A and sharing of ideas with peers.

SESSION TWO: 10:00 AM – 10:45 AM PT

The Science of Great Wi-Fi

Get the most out of your Wi-Fi systems by understanding the technology, engineering design, and deployment best practices that result in peak bandwidth performance and whole home coverage. Join the Calix Wi-Fi experts to discuss Wi-Fi technology, new standards, and home network design. Session will provide opportunity for Q&A and sharing of ideas with peers.

SESSION THREE: 11:00 AM – 11:45 AM PT

Automate for Success

As business and residential services evolve, increased focus is placed on software solutions that automate and simplify operation of the broadband network. Join Calix solution architects and Calix Partners to explore the technology of automation and OSS integration. Calix experts will be on hand to share tips and tricks to get the most out of the AXOS platform. Session will provide opportunity for Q&A and sharing of ideas with peers.



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TECHNOLOGY SUMMIT AND ASK THE EXPERTS

SESSION FOUR: 1:00 PM – 1:45 PM PT

PON Deployments Today and Tomorrow

Join Calix solution architects and Calix Partners in this session to explore the latest in PON technologies and how they can help you simplify your PON deployments to be competitive in both the short and long term. Session will provide opportunity for Q&A and sharing of ideas with peers.

SESSION FIVE: 2:00 PM – 2:45 PM PT

Customer Care and Support

A highly proficient customer care team relies on software platforms to provide them with insights and solutions for subscriber issues, often before the subscriber is even aware they are having a problem. Join Calix solution architects and Calix Partners to discuss the evolving technology of customer care platforms. Calix experts will share tips and tricks to get the most benefit from Calix Support Cloud.

SESSION SIX: 3:00 PM – 4:30 PM PT

Mix N' Mingle, Meet the Experts, Ask Your Questions

Was your interest piqued by something you heard in the earlier tracks? Did you have a specific question for one of the speakers or experts, but missed the opportunity to ask after their talk? Grab some refreshments and join the speakers and experts at this informal networking hour. Grab a whiteboard and dive deep, or just stretch your legs and work the room. It's your time to connect.



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MONDAY, OCTOBER 18

OPENING GENERAL SESSION

8:00 AM – 9:45 AM PT

Our industry has gone through a seismic disruption that has fundamentally changed the way subscribers work, learn and play from home. And this is just the beginning. The opportunity ahead will require speed and simplicity. It will require insights that excite. And new business models and strategies that drive growth. The innovators get it, but so does the competitors. Our line-up of featured speakers will inspire you.

GENERAL MANAGEMENT

As the leader of your organization, you are looked upon for the insight, vision, and confidence to create both the cultural and financial stability to succeed. Our line-up of speakers will show you how to navigate a rapidly evolving market, share emerging leadership insights, and discuss the latest technology trends to mark your path to the greatest return for your organization and community.

SESSION ONE: 10:00 AM – 11:30 AM PT

Embracing Data for Growth

What happens when you embrace data across your organization, letting it drive outcomes to deliver differentiated customer experiences? As we look at the many ways companies are using data to inform decisions – one thing is clear – the opportunity to grow is now. How can you help your team simplify processes and operations, all while landing on the services that will differentiate your business and excite your subscribers to help you grow effectively? Learn from other like-minded leaders what it takes to lead with data and customer experience top of mind.



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GENERAL MANAGEMENT

SESSION TWO: 1:30 PM – 2:30 PM PT

Now That You've Embraced Data—How Do You Supercharge Your Growth Options exist for funding to fuel your financial growth. Learn from industry leaders about the options available—from government funding to private equity. Explore best practices in business models, broadband service providers are successfully taking to launch new services and differentiate through experience. Hear from experts and your peers as they navigate this journey.

SESSION THREE: 2:45 PM – 3:45 PM PT

Partnering for Success

Let's Grow Together. You don't need to go it alone. Your success is top of mind with Calix, members of the Calix Partner Community and across our amazing network of industry associations. As you look at embracing data to grow, we'll hear from customers, industry partners and Calix executives on the many ways we can partner for your success.



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MARKETING

As a marketer, you are connected to every area of the organization. As a result, you are either responsible for or aligned with every department—from accounting to product development to branding and services. The secret to overcoming these challenges lies in data that helps you deliver the right message at the right time to excite the right subscriber. Spend time with our line-up of speakers who will show you how.

SESSION ONE: 10:00 AM – 11:30 AM PT

Simplify Your Marketing and Deliver Outstanding Subscriber Experiences

How can you unleash the best subscriber experience—and do so with limited time and resources? How can you simplify your marketing approach so it's more efficient and yet effective? As marketing is both art and science, learn marketing approaches and new technology advances that can help you reach your goals and generate new revenue for the company, while enhancing subscriber experience at the same time.

SESSION TWO: 1:30 PM – 2:30 PM PT

Unlock the Growth Potential of Your Business With Data-Driven Marketing

Data is always at the center of good marketing and subscriber experiences. But what is the right data, and where do you use it? Explore the convergence of subscriber behavioral data and demographic data as it reveals new and sometimes unlikely subscriber needs. Data-driven marketing allows you to deliver the right message to the right person at the right time to grow your business. Grow ARPU with data-driven marketing for new subscriber acquisition, upsell of new services, and retention of existing subscribers. Hear from leaders and peers in the industry as they share their best practices.

SESSION THREE: 2:45 PM – 3:45 PM PT

Market New Services That Inspire and Delight Your Subscribers

Be part of an industry-defining movement that seeks to cast the services offered by broadband service providers as the most valuable services offered in the subscriber home. But how do you ensure that your subscribers value your service? And what new services can you offer to excite them and differentiate your brand? Learn how some companies and industries have redefined themselves with new solutions and offers that change the game—and how their customers view them.



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CUSTOMER SUPPORT

Customer Support plays a pivotal role in your business's ongoing relationship with your subscribers. Are you doing enough with your people, processes, and tools to evolve this important resource from reactively solving problems to proactively improving the subscriber experience and helping you grow your business? Data, actionable insights, and new tools to simplify how and when you engage your subscribers are crucial to the success of your frontline teams and can help you take advantage of cross-sell and upsell opportunities. Join our lineup of industry experts and innovative service providers who will share with you the latest trends, insights, and best practices that will enable you to deliver an exceptional subscriber experience.

SESSION ONE: 10:00 AM – 11:30 AM PT

How Customer Support Enables Subscriber Success

Customer Support owns the pivotal and enduring role of making subscribers successful and keeping them excited. This effort requires a focus across the entire organization. In this session, you will learn from industry experts and your peers on how you can be more proactive, interactive, and data driven in this digital age to achieve an amazing subscriber experience.

SESSION TWO: 1:30 PM – 2:30 PM PT

Proactive Customer Support Equals Subscriber Success

Customer Support has historically been reactive to subscriber needs. Would you like to learn how you can proactively solve issues before subscribers realize they exist? In this session, learn how to change the role Customer Support plays by using new channels, tools, and a data-drive approach to interact more effectively with subscribers.

SESSION THREE: 2:45 PM – 3:45 PM PT

Growing New Services Adoption Through End-to-End Customer Support

It's more important than ever to stay top of mind with your subscribers. Accomplishing that involves a continual process of providing value and compelling reasons for engagement that make your subscribers' lives easier. Most important, it involves multiple touchpoints that span each stage of the journey as subscribers interact with different organizations in your company. In this session you will hear how innovative BSPs are updating their end-to-end processes and tools to improve the subscriber experience while enabling their teams to uncover new revenue opportunities.



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NETWORK ENGINEERING & OPERATIONS

Do you spend your day trying to keep up with new technologies, new services, subscriber service turn-ups, and service troubleshooting—all while hoping subscriber demand doesn't exceed your network's ability to deliver? Would you like to figure out how to get ahead of these challenges? Join this session to learn how you can build or transform your network to one that enables you to focus on delivering new innovative services while delivering an exceptional subscriber experience.

SESSION ONE: 10:00 AM – 11:30 AM PT

Data, Your Silver Bullet To Growing Your Business

When you spend the bulk of your time designing, planning, and troubleshooting to ensure your network is operating, you are spending less time innovating and exciting your subscribers with amazing broadband experiences. So, what's the solution? Data and the insights you can gain from it. Data enables you to design and plan—to rapidly solve network issues and anticipate the next issue before it happens. Automate the process of troubleshooting, planning, and maintaining your network to simplify your operations and excite your subscribers—so you can grow your business. Join our line-up of speakers and learn how to unleash the insights in your network. LET'S GROW!

SESSION TWO: 1:30 PM – 2:30 PM PT

Simplified Network—Delivered

Are you spending most of your time trying to determine how to architect or modify your network to handle the continued increase in capacity and service demands from subscribers? What about deploying next-generation PONs—is your network ready? Join this session to learn how you can future-proof your network, simplify your network builds and expansions, and reduce the overall total cost of ownership of the network.

SESSION THREE: 2:45 PM – 3:45 PM PT

Excite Your Subscribers With a Seamless Experience

Have you thought about the benefits of delivering a seamless experience to your subscriber, from service turn-up to subscriber service modifications as well as service troubleshooting? An exciting subscriber experience is delivered across many points from the network edge to the subscriber premises software and systems. Join this session to learn how a unified subscriber-facing network can deliver a seamless subscriber experience.



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MONDAY, OCTOBER 18

CIRCLES OF SUCCESS

Live, interactive, small group discussions with other Calix customers to talk about solution adoption, best practices, and user tips. We host the session; you and other participants drive the conversation. The sessions listed below are each offered during multiple time slots on Monday.

1:30 PM – 2:15 PM AND 2:30 PM – 3:15 PM AND 3:30 PM – 3:45 PM PT

- Creating awesome marketing campaigns using data
- Marketing strategy for acquisition
- Driving adoption of the CommandIQ mobile app
- Ideas for promoting ProtectIQ and ExperienceIQ to customers
- Customer retention strategies that work
- KPI reporting best practices for Calix Support Cloud
- CSC NetOps best practices—configurations and workflows
- Cost of poor-quality assurance on premises installations with CSC
- Understanding ultimate Wi-Fi—using the GigaSpire, U6 and U4
- Best practices creating workflows from CSR to truck roll
- Best practices deploying new technology in your network
- Best practices for network architecture



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TUESDAY, OCTOBER 19

CLOSING GENERAL SESSION

8:30 AM – 9:45 AM PT

Ready to grow? Are you armed with the insights and tools you need to succeed? Looking for more inspiring stories of innovation and market disruption? Our closing line up of featured speakers will leave you wanting more.

BUSINESS TOPICS

Whether you are a general manager or a leader in marketing, customer support, network engineering, or network operations, these Tuesday sessions are for you! Bring your team and join us as we discuss some of the critical challenges and opportunities faced by broadband service providers. These sessions are designed to stimulate cross-organizational discussions, aligning your team on strategies that focus on growing your business and owning your markets.

TOPIC ONE: 10:00 AM – 11:30 AM PT AND 1:30 PM – 3:00 PM PT

Expanding Beyond Residential To Own Your Market

Wouldn't you like to leverage one unified access network to capture a broader set of customers in your footprint and keep competitors at arm's length? Explore how operators can monetize opportunities to provide broadband to small businesses, multi-dwelling units, MNOs for 5G wholesale, and other high-growth customer segments. Join this session to discuss the growing ecosystem of broadband competitors and learn how to keep them from overbuilding your market.



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TUESDAY, OCTOBER 19

BUSINESS TOPICS

TOPIC TWO: 10:00 AM – 11:30 AM PT AND 1:30 PM – 3:00 PM PT

Where To Place Your Big Bets in Network Operations

You know where you want to end up, but what choices do you make along the way to help you get there? There are so many possibilities: Leverage the cloud for data and insights; establish a single pane of glass for operations; virtualize the network; utilize AI to automate the network, etc. Join this session to learn what's real versus what's hype and arm yourself with the information needed to map out your network operations roadmap.

TOPIC THREE: 10:00 AM – 11:30 AM PT AND 1:30 PM – 3:00 PM PT

Your Brand + Customer Loyalty = Evergreen Success

We all talk about the desire to have long-term, loyal customers. But do we really understand the key drivers of subscriber broadband satisfaction? How important is your brand in the total equation? What's the importance of the digital experience to subscribers? Join us as we explore the insights and the solutions to driving evergreen success.

TOPIC FOUR: 10:00 AM – 11:30 AM PT AND 1:30 PM – 3:00 PM PT

Making Your Managed Wi-Fi Investment Pay Off

You've made the investment in a whole-home Wi-Fi platform; how do you make it pay off? Learn about the importance of aligning your organizations and which groups are critical to ensuring success. Discuss measurable metrics to determine progress and best practices to drive improvements in areas like app adoption, trouble call resolution time, and average revenue per user.



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