

REACTIVE VS PROACTIVE

IN THE BATTLE FOR BROADBAND OPERATIONS

Many broadband operations teams are stuck in a cycle of reactivity. It's easy to fall into. Firefighting is an easy habit for any team—but being reactive doesn't help in the long run. Reacting to issues wastes time—and resources. **It also costs you, driving up Operations Expenses (OPEX) through inefficiencies.**

Let's compare mindsets, reactive against proactive, to see what's possible with new thinking.



ROUND 1

ASSUMPTIONS

Without the right insights, you might as well throw a dart at the wall. Everything is a guessing game—and your team will suffer along with the subscriber.



INSIGHTS

360-degree visibility means you know exactly what's going on—based on service tier, geography, network topology, bandwidth usage, and more

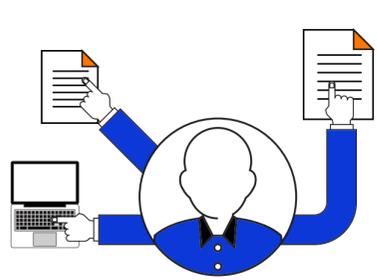


VS

ROUND 2

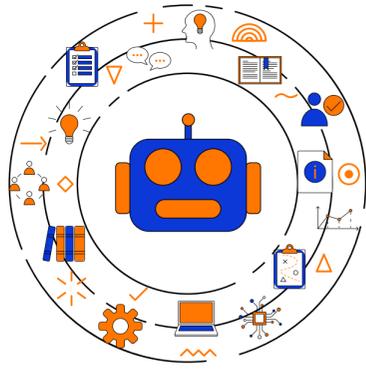
MANUAL PROCESSES

Do everything on your own manually—and experience real-time burnout. Too many problems, tools, and “swivel-chairing” between systems.



AUTOMATION

Scale processes up, even complex ones: service activation and turnup, reporting and notifications, and network health and traffic monitoring.

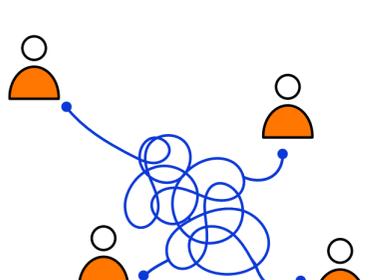


VS

ROUND 3

INEFFICIENT

Cobble data together using custom scripts, spreadsheets, and ad-hoc reports—from various systems and platforms—painfully. Request data from each source and fiddle your thumbs while you wait.



CLOUD -OPTIMIZED

By leveraging the power of the cloud, seamlessly integrate your systems for a holistic view of the entire subscriber network—even if data is coming from different sources



VS

ROUND 4

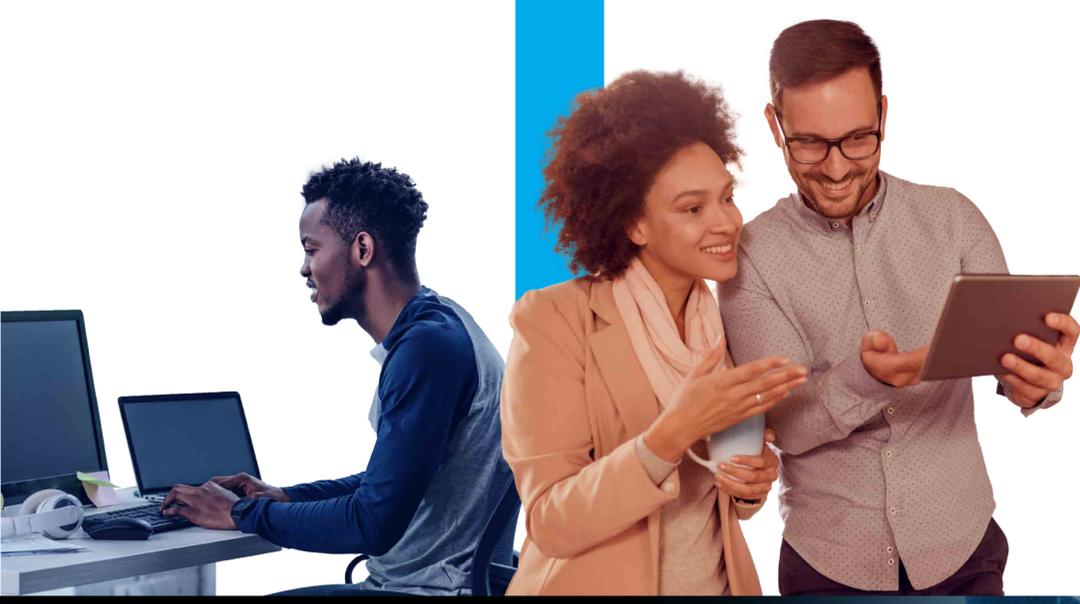
ISOLATION

Keep operations and support teams distanced and in the dark. Work in siloes for frustrated customers and damage your reputation.

VS

COLLABORATION

Combine the power of network operations and customer support with Calix Operations Cloud and Support Cloud. Data and insights from Calix Cloud are shared between Operations and Support, so that every team member stays up to speed.



Get the intelligence you need to be proactive—designed specifically for broadband operations teams. Download our eBook, “Tame the Beast—Take Operations From Reactive to Proactive Through Insights and Automation.”

About Calix

Calix, Inc. (NYSE: CALX) – Calix cloud and software platforms enable service providers of all types and sizes to innovate and transform. Our customers utilize the real-time data and insights from Calix platforms to simplify their businesses and deliver experiences that excite their subscribers. The resulting growth in subscriber acquisition, loyalty, and revenue creates more value for their businesses and communities. This is the Calix mission; to enable broadband service providers of all sizes to simplify, excite, and grow.

