

A blue-tinted aerial photograph of a city street scene with several circular Wi-Fi signal coverage areas overlaid on the map. The text "SmartTown: Community Wi-Fi Reimagined for Today's Service Providers" is written in white over the image.

SmartTown: Community Wi-Fi Reimagined for Today's Service Providers

The ability to provide safe and secure Wi-Fi in public areas promises to deliver a wide range of benefits for communities. Access to Wi-Fi is a driver of economic growth and a way for citizens to access a range of public services, including education and healthcare. And yet public Wi-Fi projects often fail to deliver on these promises—regardless of whether they're operated by a municipality or private company.

However, there is renewed enthusiasm for such deployments in the post-pandemic era. This coincides with efforts to bring high-speed broadband to rural areas, alongside trends such as remote working and population migrations away from urban areas.

Demand is therefore growing for a new model of Wi-Fi in community spaces that is sustainable, secure, and able to deliver real value to communities.

Introducing SmartTown

Calix SmartTown®, part of the Calix SmartLife™ managed services portfolio, is designed to deliver connectivity to the wider communities where people work, study, and play. It enables broadband service providers (BSPs) to unite unique on-the-go communities of people with a private, secure, and safe Wi-Fi experience that drives customer loyalty and new business opportunities for service providers and their business customers.

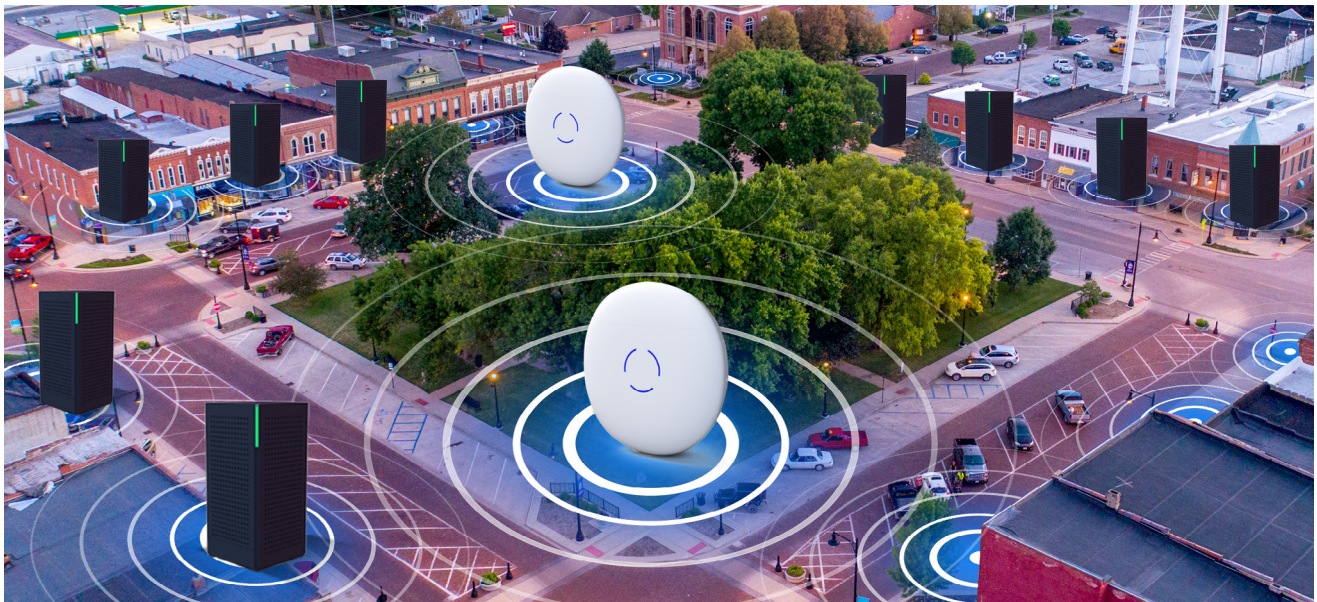
The SmartTown network is built primarily on residential Wi-Fi 6 Certified GigaSpire systems, allowing service providers to create a low-cost, high-capacity wireless network that extends the private, secure, and safe home Wi-Fi experience into the neighborhood and beyond. BSPs can further extend Wi-Fi coverage across their communities by deploying new access points in public gathering areas.

By embedding themselves deeply into local communities—and building relationships with the public sector—SmartTown opens a range of potential new markets and revenue opportunities for BSPs.



SmartTown Is Not the Community Wi-Fi Of the Past

- **SmartTown is not free Wi-Fi for all.** It offers on-the-go Wi-Fi services to specific domains—or “communities”—such as subscribers, municipalities, organizations, schools, multi-dwelling units (MDUs), and others.
- **SmartTown does not mean building a new network from scratch.** It is built upon your existing installed base of Wi-Fi systems, extending this trusted experience beyond the four walls of the home.
- **SmartTown means fast and reliable Wi-Fi.** In contrast to the poor performance usually associated with public Wi-Fi, SmartTown access points are powered by the same super-fast fiber connections residents enjoy at home.
- **SmartTown knows who is on the network.** Users are invited to join SmartTown by the service provider. Devices are identified on the network using the latest authentication technology.
- **SmartTown is safe and secure.** In addition to securely authenticating users with WI-Fi Alliance Passpoint, SmartTown offers controlled network security and content filtering via ProtectIQ® and ExperienceIQ®.
- **SmartTown is a fully managed service.** SmartTown is powered by the same Calix systems used in homes and businesses—and is fully managed within Calix Cloud, reducing cost and complexity.
- **SmartTown unlocks the power of data.** Achieve new ways to engage with your communities of users and aggregate additional data with Calix Engagement Cloud and Engagement Cloud Plus.



SmartTown Applications

SmartTown is built on the concept of communities—groups of subscribers that are assigned specific policies and associated access points. These communities are defined and controlled by the BSP, which can tailor the policies depending on the use case.



Communities for BSP Subscribers

Owner: Broadband service provider (BSP)

Users: BSP subscribers

Give your subscribers access to your network even when they're away from home.



Communities for Organizations

Owner: Municipality, small business, housing cooperative, housing association

User: Organization's members, employees, and visitors

Offer network access to municipal workers, provide Wi-Fi access to first responders, or deploy SmartTown for smart infrastructure



Communities for Education

Owner: Schools, Office of Education

User: Academic institution's employees, students, and visitors

Empower educators and students to study wherever they are in the local community.



Communities for Visitors

Owner: Event Owner/Organization

User: Event staff, attendees, and vendors

Create special access for public spaces or community events such as town fairs, music festivals, or high school sporting events.

“We are working with local schools and non-profit organizations to utilize Wi-Fi internet access for an optimal learning environment by enabling digital inclusion. Everyone in our communities should have exceptional internet experiences to learn, work, or maximize opportunities. SmartTown enables us to reach more people where they are with exceptional hassle-free connectivity delivered at scale.”

Brad Moline,
CEO, Allo
Communications



Communities for First Responders

Owner: First Responder IT/Administrator

User: First Responder Organizations

Create special access for first responder organizations to allow real-time updates to significantly improve response times during emergencies

Communities Beyond Your Footprint

SmartTown Roaming Alliance: Coming Soon

Create a community Wi-Fi network that harnesses a community of regional BSPs to extend the subscriber experience beyond your own footprint.

Subscribers and organizations can instantly access the internet while visiting family and friends in the footprint of other BSPs in the alliance. Calix is leading the effort to build the SmartTown Alliance of participating BSPs.

Cellular Offload: Coming Soon

As SmartTown networks grow in coverage and capacity, service providers may be able to monetize SmartTown by selling excess capacity to cellular carriers, which can then automatically connect mobile users to the Wi-Fi network. This capability could be particularly valuable to Mobile Virtual Network Operators (MVNO) who could use their own local Wi-Fi networks to dramatically reduce their wholesale network usage fees.

“The Calix SmartTown solution integrated with Calix Service Cloud enables anyone in our support team to easily and efficiently manage the event hardware as we move forward. We’re very excited about this service as it enables us to streamline hardware and simplify support operations with no “swivel chair”. Service Cloud gives us the ability to proactively monitor the subscriber experience in SmartTown and extend the offering to others.

Nick Colton,
Director of
Technical Support, Allo
Communications



SmartTown Gives BSPs New Ways to Differentiate and Grow Their Business

Tap new markets by deploying SmartTown community-wide. Differentiate your services from your competitors while opening new use cases and market opportunities.

SmartTown Deployment Strategies

SmartTown is highly flexible, quick to deploy and monetize, and easily tailored to the unique needs of your business. For example, BSPs can:



Offer SmartTown to subscribers as part of their **existing package at no additional cost**



Bill SmartTown as a **standalone service for a small monthly fee**



Bundle SmartTown with other managed services such as ExperienceIQ and ProtectIQ



Include SmartTown in a **premium-level internet subscription** to drive upsell



Build digital storefronts and **offer pay-as-you-go or ad supported access** (coming soon)



Sell as a paid service to a community organization or event organizer



Built For Service Providers

Calix SmartTown is a unique community Wi-Fi solution, built for service providers and addressing the needs of teams across the organization, including:



Leaders

- Unlock new business models for BSPs and their communities
- Build customer loyalty, increase NPS, reduce churn, and differentiate from the competition



Network Engineers & Operations

- Calix provides the complete Passpoint solution as a software service
- Flexibility: any group of people, any group of GigaSpires and GigaPros
- Safe and secure without a heavy lift with ProtectIQ and ExperienceIQ
- Common deployment software and systems between residential, business, and community



Customer Support

- Common support software and cohesive systems between residential, business, and community



Marketers

- Build customer loyalty, reduce churn, and differentiate from the competition
- Leverage Engagement Cloud with enhanced data analytics & segmented marketing



Supporting Your SmartTown Deployment Every Step of the Way

With a wide range of resources and expert guidance, Calix makes it easy for every BSP to deploy SmartTown. Calix supports BSPs at every step.

Calix Success & Education Services

Calix SmartStart and SmartTown Bootcamp help BSPs rapidly plan and execute their go-to-market rollout, align organizations, and launch and grow SmartTown services for their communities.

Calix customers have access to Calix Education Services training courses designed to help network engineering, operations, field installation, and customer support teams successfully deploy SmartTown.

Calix Professional Services

Calix Professional Services help you reduce risk, scale your team, and accelerate the deployment of next generation solutions. Overcome barriers to business transformation and offer the latest services faster than you ever thought possible.

Ensure SmartTown Coverage, Capacity, and Performance:

- ✓ Takes the guess work out of deploying SmartTown projects
- ✓ Designs your SmartTown experience with the performance your community expects from your brand

Calix Market Activation

Built by service provider marketers for service providers, the Calix Market Activation program combines award winning creative and real-world marketing programs built exclusively for broadband service provider subscribers. With over three years of content and technology development, the Market Activation programs makes your brand as powerful as any billion-dollar consumer giant.

The Market Activation program is available to every Calix customer and includes:

- ✓ Unlimited marketing consultations
- ✓ Marketing on-demand
- ✓ Omni-channel campaigns
- ✓ Marketing playbooks



Learn How To Get Started with Calix SmartTown

SmartTown provides BSPs with a unique competitive advantage and opens the door to new revenue streams while building lasting community relationships and reaching new audiences of subscribers.

To learn how to make your town a SmartTown, [request an executive briefing today.](#)

*SmartTown Wi-Fi is supported on all GigaSpire models (excluding the u12) and in all GigaPro models