SmartMDU™

Managed Services

SOLUTION BRIEF



SmartMDU

Simple, Secure, Private and Personalized Wi-Fi for Multi-Dwelling Units

About one-third of US internet households, or more than 35 million households, live in MDUs, with the vast majority in apartments and condos. These high-density environments represent potentially lucrative sources of stable revenue for service providers. While existing solutions can be costly, complex, and difficult to manage, Calix SmartMDU offers a flexible, secure, end to end solution that meets MDU connectivity needs, whether green or brownfield and no matter what the wiring scenario.

Whether a duplex, garden apartment, mid rise, high rise, or other planned community, residents demand high speed and reliable connectivity with the capability to personalize their experience, no different than if they lived in a single-family home.

Property managers need a way to differentiate their property and simplify their operations, especially around move-in date, when new tenants need to have Wi-Fi from the moment they step inside their new home.

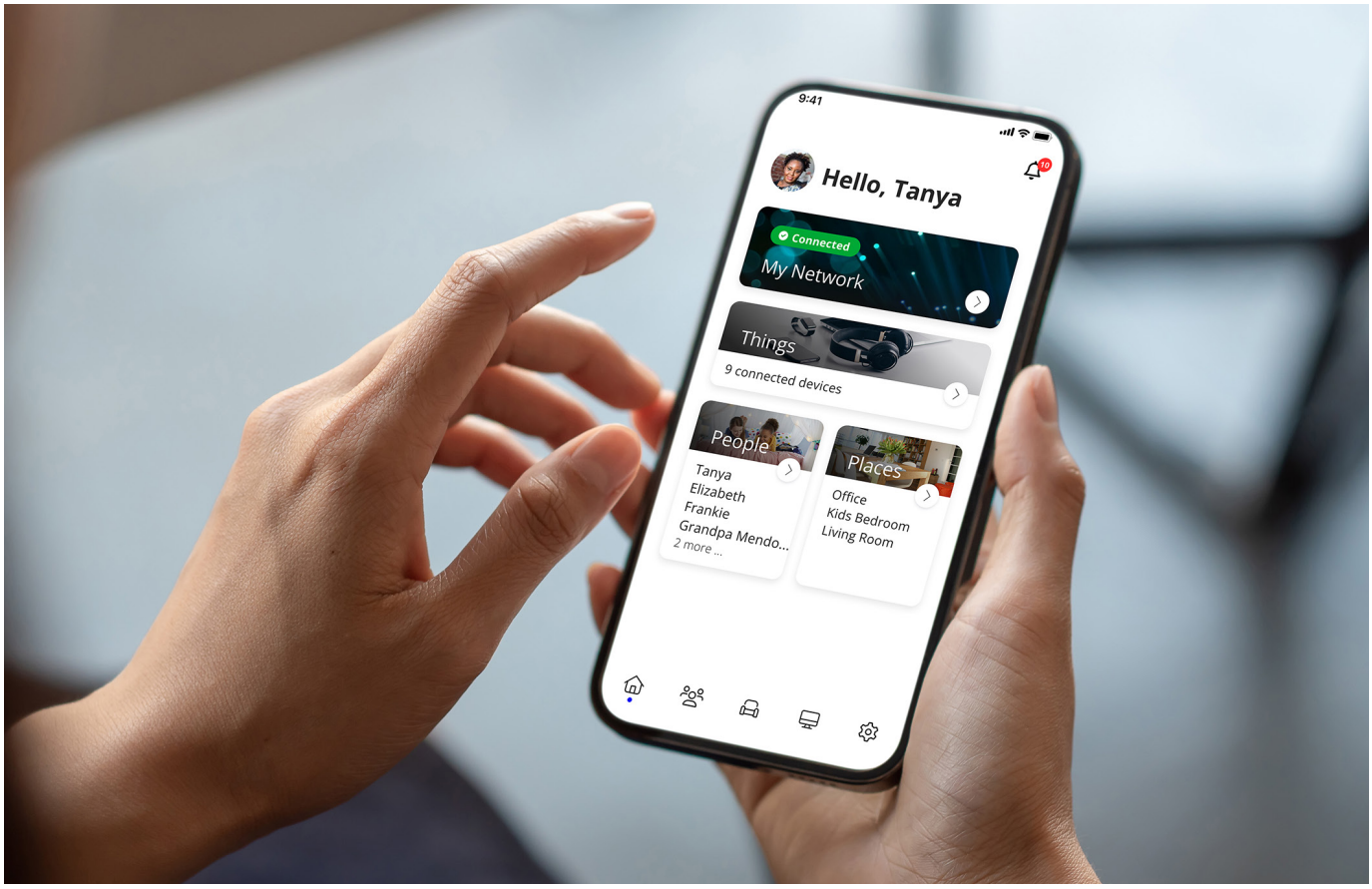
Calix



SmartMDU integrates the right mix of secure, property-wide connectivity for residents, staff, guests and building systems into simple management tools for property managers. SmartMDU enables service providers to become the catalyst for happier tenants and more productive building staff, increasing revenue for the property, by being able to offer secure, private and personalized Wi-Fi as a differentiator that will help them attract and retain happy residents and increase net operating income.

The SmartMDU solution consists of the following components:

- **SmartMDU**—Software package which includes five purpose-built networks including: in-unit, property-wide roaming, IoT, guest and connected vehicle networks supported on Gigaspire and Gigapro systems.
- **PropertyWorx**—a web-based portal that provides simple tenant and network management tools for property managers.
- **CommandIQ**—a self-service mobile application used by residents to personalize their in-unit Wi-Fi experience.
- **Calix Cloud**—enables service providers to deliver consistent customer experience with Calix Service Cloud, unified operations via Calix Operations Cloud, and targeted engagement with Calix Marketing Cloud.





Purpose-Built for MDUs

SmartMDU software works on the portfolio of GigaSpire and GigaPro Wi-Fi systems to deliver an integrated, purpose-built MDU Wi-Fi solution that delivers personalized in-unit networks, secure property-wide connectivity, a dedicated IoT network and intuitive network and tenant management tools for property managers.

The comprehensive SmartMDU solution includes:

- 5 dedicated and isolated Wi-Fi services (in-unit, community, guest, IoT, connected vehicle) all delivered on one physical network
- Streamlined self-activation for tenants with service-left-in place
- PropertyWorx for easy tenant access and network management
- Integrated, property-wide network security
- Property-branded short-term guest Wi-Fi portal
- Command**IQ** mobile app for tenants to manage their in-unit networks
- A broad portfolio of Wi-Fi systems conducive for MDU properties
- Flexible access options for simple and effective deployments with virtually any kind of wiring





End-to-End Solution

The industry's only integrated end-to-end MDU solution, Calix provides a simple and cost-effective way to serve multi-family properties of all types, sizes and business models. The SmartMDU managed service enables service providers to deliver a compelling, differentiated, and secure Wi-Fi experience property wide. Powered by the Calix Broadband Platform and Calix's best-in-class Success organization, SmartMDU integrates with a variety of building access options, a comprehensive portfolio of Wi-Fi systems and the Calix Cloud applications which provide end-to-end visibility for deployment, management and troubleshooting, all from a single provider. Reduce deployment complexity, increase efficiency, and improve visibility—backed by Calix's world class success team and innovative broadband platform.

Dedicated Persona-Based Networks

SmartMDU offers five dedicated virtual networks purpose-built to address MDU connectivity needs now and into the future, delivered over one integrated and secure physical network to maximize return on capital investment while increasing security and streamlining management complexity. Pre-configured networks include residential in-unit, property-wide roaming, IoT device, connected vehicle, and day-use guest (accessed via a branded splash page).

Each network is separate and secure, and property managers and/or service providers have the ability to deploy any combination of networks on each Wi-Fi system. Tailor the content restrictions and access hours of the property-wide network based on individual community requirements to create tailored experiences based on the needs of residents, their children, frequent guests, and staff.





Integrated Security

Five dedicated, isolated and individually authenticated virtual networks keep your resident, staff, guest and building system traffic separate and secure while the integrated firewall across all networks blocks unauthorized traffic and malicious websites while also providing defense from viruses and intrusions to protect your residents, staff and building systems from cyber-attacks. Residents have full control of content restrictions and access within their own unit and policies can be established on all property-wide networks to guarantee a safe experience for all connected users.

Key capabilities include:

- Malicious website protection, anti-virus, intrusion prevention
- Combines local database of signatures and Cloud-based signatures
- Automatically blocks suspicious traffic
- Network Security is always enabled for the entire property and all networks

Resident Experience

SmartMDU delivers an enhanced in-unit Wi-Fi experience by enabling each resident to easily personalize their in-unit network to their needs with the easy-to-use Command**IQ** app. Command**IQ** provides residents with visibility and control to understand and manage their network. Residents can easily set content policies, manage access, create additional in-unit SSIDs, prioritize devices and applications and set time limits for specific user profiles. Existing enterprise solutions simply do not offer the capability for residents to truly align their Wi-Fi to their lifestyle. SmartMDU enables multi-family service providers to differentiate with a personalized, elevated in-unit experience to support residents' unique needs, from work-from-home to gaming to the concerned parent.

Property Manager Experience

PropertyWorx is a web-based tool that enables property managers to easily manage tenants from move-in to move-out as well as perform common network tasks. Property managers can utilize service-in-place and enter new tenant information and assign tenants to living units to ensure Wi-Fi availability upon tenant move-in. They can also assign networks to systems, manage SSIDs and passphrases, brand the roaming networks and visitor portal, connect property IoT with WPS soft button, and view QoE per tenant and per property. Once residents are settled in, PropertyWorx allows property managers to reboot systems remotely in case of issues, and if the tenant has an EV or other connected car receiving over the air updates, issue them a unique passphrase for technical updates in the parking lot. All capabilities available in PropertyWorx can also be performed by the service provider in Calix Service Cloud, delivering flexibility to meet each property's unique needs and expectations.



Adaptable and Scalable Configuration and Deployment Options

The comprehensive Calix Broadband Platform, partnered with SmartMDU, enables service providers to use one flexible solution for any multi-family property, reducing management complexity. Powered by a comprehensive portfolio of indoor and outdoor Wi-Fi systems, SmartMDU offers seamless integration with a wide variety of deployment options (fiber, ethernet, coax, copper) to address both brownfield and greenfield deployments and flexible hardware options (wall-mounted, ceiling-mounted, structured enclosure) allowing providers to serve virtually any type of MDU environment.

High Density Wi-Fi Optimization

SmartMDU, combined with the Calix Cloud proactive management tools and Unlimited Subscriber portfolio of intelligent Wi-Fi systems, manages interference to deliver high-performing Wi-Fi while ensuring network safety, security and privacy for residents and building systems. With integrated Wi-Fi control, the intelligent Gigaspire Wi-Fi system automatically scans for interference and selects the best available channel in each band. The collection of systems sequentially comes online and self-optimizes across the full property. Within Calix Service Cloud, service providers have proactive visibility and insight into Wi-Fi performance within every MDU. Service Cloud includes Wi-Fi management tools, performance analytics, and a recommendation engine that identifies localized Wi-Fi performance issues. Additionally, service providers can efficiently and remotely address any issues through Service Cloud's embedded workflow engine to reduce power levels or manually set channel sizes on individual systems, in groups, for all Wi-Fi systems on the property.

Differentiate in the MDU Market with a Simple, Secure, Private and Personalized Solution

SmartMDU enables service providers to partner with property developers, owners and operators to deliver exceptional Managed Wi-Fi experience at scale. Reduce management complexity and costs, while delivering exceptional resident and staff experiences with a solution that meets multi-family Wi-Fi needs now and into the future. Further accelerate your go-to-market with the resources, support and tools provided by Calix Customer Success, Professional Services and Market Activation programs.

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