



Calix Drives New Revenue Opportunities with Flow Analyzer 2.0

Subscriber-focused interface provides foundation for behavior-based service packages

SAN DIEGO, CA— February 14, 2012 – [Calix, Inc.](#) (NYSE: CALX) today announced the release of the latest version of [Flow Analyzer](#), the first application in the [Compass](#) suite of software applications that accelerate service provider business transformation by adding new revenue opportunities and reducing both capital and operational expenses. With the cloud-based Flow Analyzer 2.0, communications service providers now have a subscriber-focused view into the data usage on their networks through a standards-based interface that seamlessly interoperates with common service provider billing systems. Service providers leveraging this tool will now be able to see subscriber network utilization at an application level, without looking into packets or specific content, allowing them to gain insights into subscriber usage patterns and conceive of new revenue-generating services based on those patterns. For any broadband subscriber on the network, Flow Analyzer 2.0 delivers the high-level visibility that service providers require to potentially generate new revenues, through behavior-based service packages.

“Here in rural North Dakota, we have provided all of our customers with a state-of-the-art, fiber-to-the-premises (FTTP) network,” said Jeff T. Wilson, general manager at [Dickey Rural Networks](#) in Ellendale, North Dakota. “Now that we have completed our fiber network build, it is crucial for our business to leverage the power of fiber to deliver unique services to our customers. With the Calix Flow Analyzer and the visibility it provides into our network, we will be able to tailor our service packages to provide the right services to the right customers – improving their service experience while maintaining their privacy and potentially innovating and expanding our service offerings.”

As service providers look to generate new service revenues, Flow Analyzer 2.0 provides the foundation for new types of service packaging. By utilizing automated per-subscriber usage reports generated through this low-cost, cloud-based application, service providers can gain unprecedented insight into their subscribers’ behavior and patterns. These patterns, in turn, help service providers create new behavior-based service packages tailored to the specific needs of subscribers, such as specialized service packages catering to telecommuters and online gamers. By offering a number of subscriber-focused packages optimized to particular lifestyles, service providers can not only generate new revenues, but also deliver a better user experience to every subscriber with minimal capital investment.

“Service provider business models are undergoing a significant transformation as these companies look to provide more differentiated services for their subscribers and gain new revenues,” said Miguel Alonso, Calix vice president of software products. “With the cloud-based model of Flow Analyzer 2.0, service providers can take advantage of this subscriber-focused data with minimal investment. Since launching Compass one year ago, we have already worked with over 60 customers in North America and the Caribbean to utilize this powerful tool to provide a better subscriber experience and accelerate their business model transformation.”

Visit Calix at Booth #125 at the NTCA Annual Meeting and Expo at the Manchester Grand Hyatt & Embassy Suites in San Diego this week to see a live demonstration of Flow Analyzer 2.0, as well as the

recently announced [GPON-8x line card](#) for the [E7-20 Ethernet Service Access Platform](#) (ESAP) and the rest of the Calix [Unified Access portfolio](#).

About Calix

Calix (NYSE: CALX) is a global leader in access innovation. Its Unified Access portfolio of broadband communications access systems and software enable communications service providers worldwide to transform their networks and be the broadband provider of choice to their subscribers. 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 are inherently uncertain. Forward-looking statements are based upon information available to us as of the date of this 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, except as required by law. Actual results and the timing of events could differ materially from current expectations based on risks and uncertainties affecting the Company's business. The reader is cautioned not to unduly rely on the forward-looking statements contained in this press release. Additional information on potential factors that could affect Calix's results and other risks and uncertainties are detailed in its report on Form 10-Q for the fiscal quarter ended September 24, 2011, filed with the SEC on October 21, 2011, available at <http://www.sec.gov>.

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