



“Outpacing the competition”

the need

Position Calix as a mature company poised to compete with large, more-established competitors in the access space

the strategy

- Establish Calix as the most experienced access vendor in U.S. IPTV deployments, leveraging customers to validate the company's technical leadership
- Raise its stature as a successful privately held company by building executive thought leadership through contributed articles, trend stories and response opportunities
- Utilize digital media to expand opportunities for coverage
- Develop a competitive coverage matrix as a benchmark for measuring success

the results

- Consistently outpaced larger companies larger companies in quality and quantity of coverage
- Calix was the only access company to leverage customers for editorial and video case studies
- Secured 13 meetings for CEO, Carl Russo, with the business press in 2009, resulting in coverage in *Business Week*, *The Wall Street Journal* and *Fortune*, to name a few
- Garnered more coverage per press release than other tier one competitors; Calix became regularly included in industry trend stories about IP video services where executives are quoted as thought leaders

the takeaway

The media acknowledges Calix as an established company and a trusted resource on a wide variety of industry and business issues. Leveraging Calix customers in the media helped validate the company's technical strengths, positioning Calix ahead of its competitors in the market.

