

Managed Wi-Fi: Disruptive Potential for Support and Services

Sponsored by



WEBINAR REPLAY

Calix and Parks Associates invite you to watch the webinar replay

[Managing Wi-Fi: Disruptive Potential for Support and Services](#)

PARKS
ASSOCIATES

Speakers



Greg Owens

Senior Director
Product Marketing
Calix



Tejas Shah

SVP, Product and Chief
Information Officer
Arlo Technologies, Inc.



Elizabeth Parks

President
Parks Associates





Greg Owens

Senior Director,
Product Marketing

Calix





Tejas Shah

Senior Vice President of Product
and Chief Information Officer

Arlo Technologies, Inc.



VISION STATEMENT

To bring peace of mind by connecting and protecting what people care about the most.

MISSION STATEMENT

We build trusted, lifelong customer relationships by creating innovative, smart security solutions that deliver an exceptional user experience.



COVID accelerated e-commerce and deliveries driving awareness for smart front door solutions... and as the world opens, consumers want to secure their home when away



CONFIDENTIAL

Copyright 2021, Arlo Technologies Inc. All rights reserved.



Managed Wi-Fi

- Introduction & Overview
- Defining Broadband Speeds
- Wi-Fi Issues in the Home
- Apps and Support
- Whole-home Security
- Role of Wi-Fi 6
- 5 Key Takeaways



Modern Living: A Service Driven Market

53% of US broadband households report **they value technology now more than before** the Pandemic



24% with fixed broadband service **are likely to upgrade** in the next six months



60% of 65+ are considering some **technology to enable** to safe living at home



11M Broadband households **bought a Smart TV** in 2020

65% of Multi-Family builders report **smart home technology differentiate properties** and adds value

74% households have a **home network router** and 50% purchase from their ISP

Defining Broadband and Sufficient Speeds

- What's Enough for Consumers
- Remote Work & Sufficient Speeds
- Consumer-reported Speeds
- Subsidies
- Future of Connectivity
- Redefining Broadband



Defining Broadband

- FCC defines broadband as 25/3 Mbps
- **Check email and browse the web:**
1-5 Mbps minimum
- **Stream HD content:** 15-25 Mbps minimum
- **Stream 4K content and play competitive online games:** 40-100 Mbps minimum
- **Stream 4K content, play online games, and download very large files:** 200+ Mbps minimum

Source: BROADBANDNOW®

Netflix recommends 25 Mbps for a single 4K/Ultra HD video stream ... BUT 46% of US broadband households have FOUR OR MORE OTT services.

49% of SMBs worried about sufficient broadband speed to perform jobs properly

POLL QUESTION

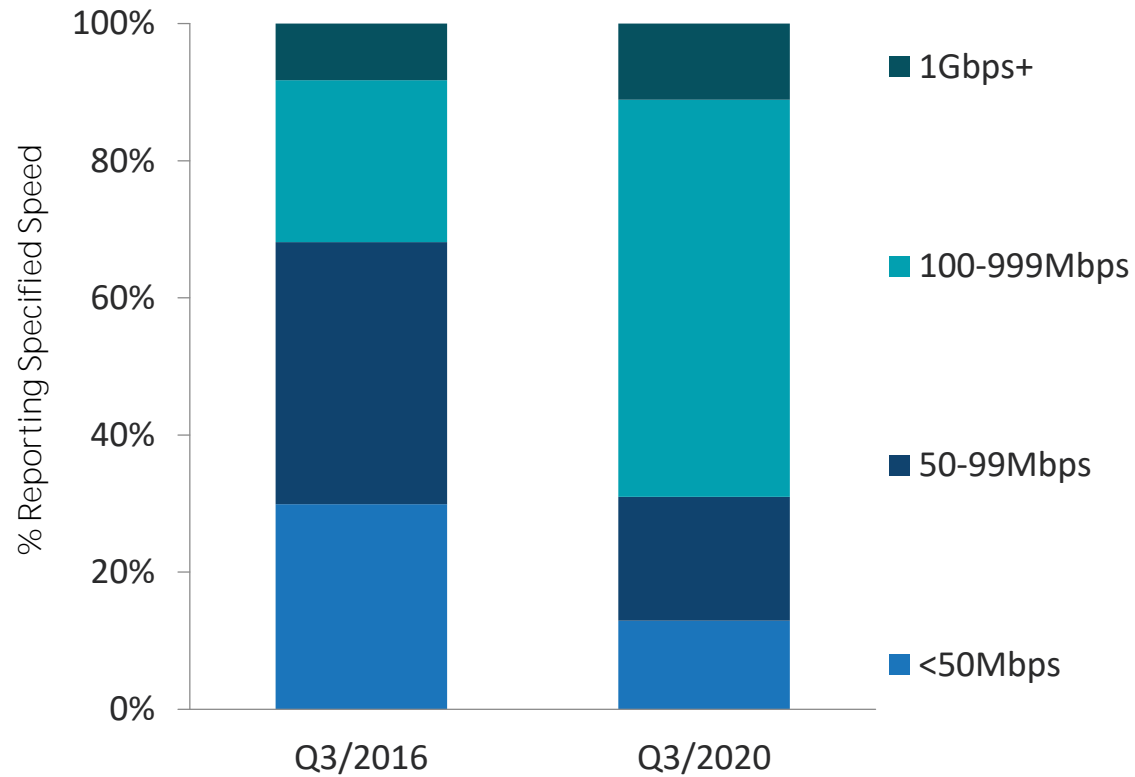
The FCC defines broadband as 25 MB down & 3 MB up. Which of the following statements do you agree with? (Select all that apply)

1. It doesn't reflect the current reality in the home.
2. It needs to be updated/increased to higher speeds ASAP.
3. Upstream and downstream speeds need to be symmetrical.
4. It needs to be updated/increased, but it's not urgent.
5. The current definition is sufficient.



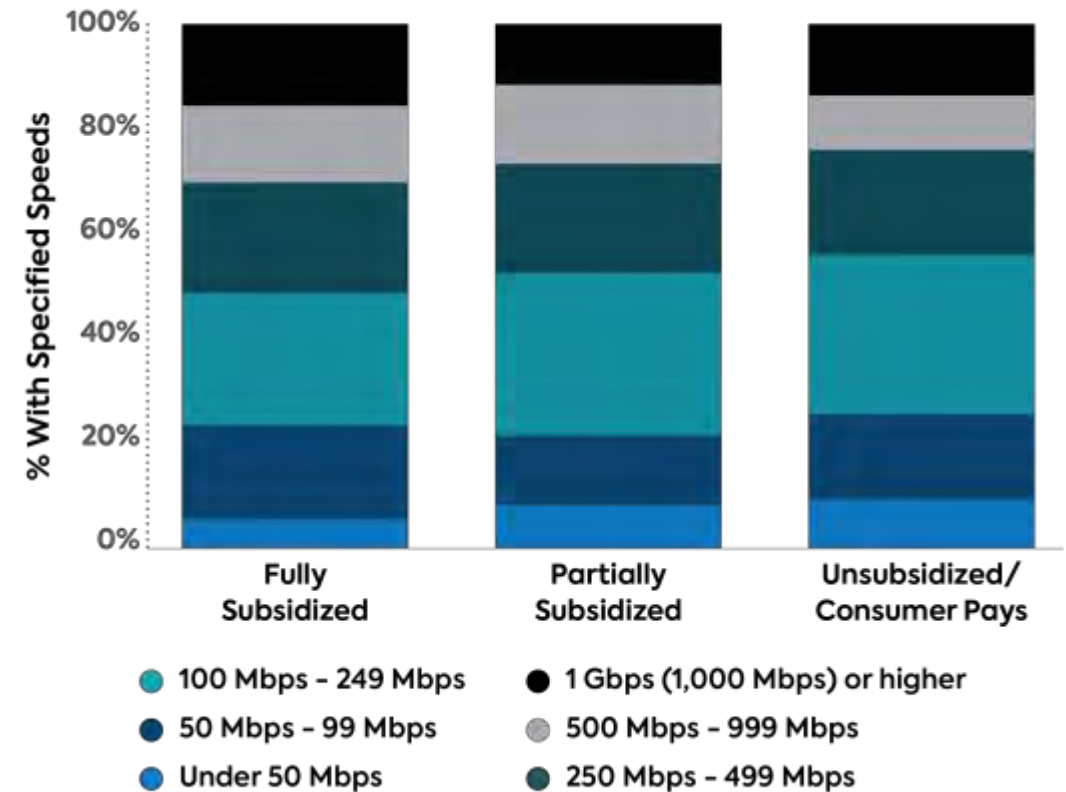
Broadband Speeds and Employer Subsidies

Self-Reported Download Speed of Home Broadband



Among US BB HHs with Fixed Broadband Service
© 2021 Parks Associates

Home Broadband Speeds: Employer Subsidized vs Unsubsidized

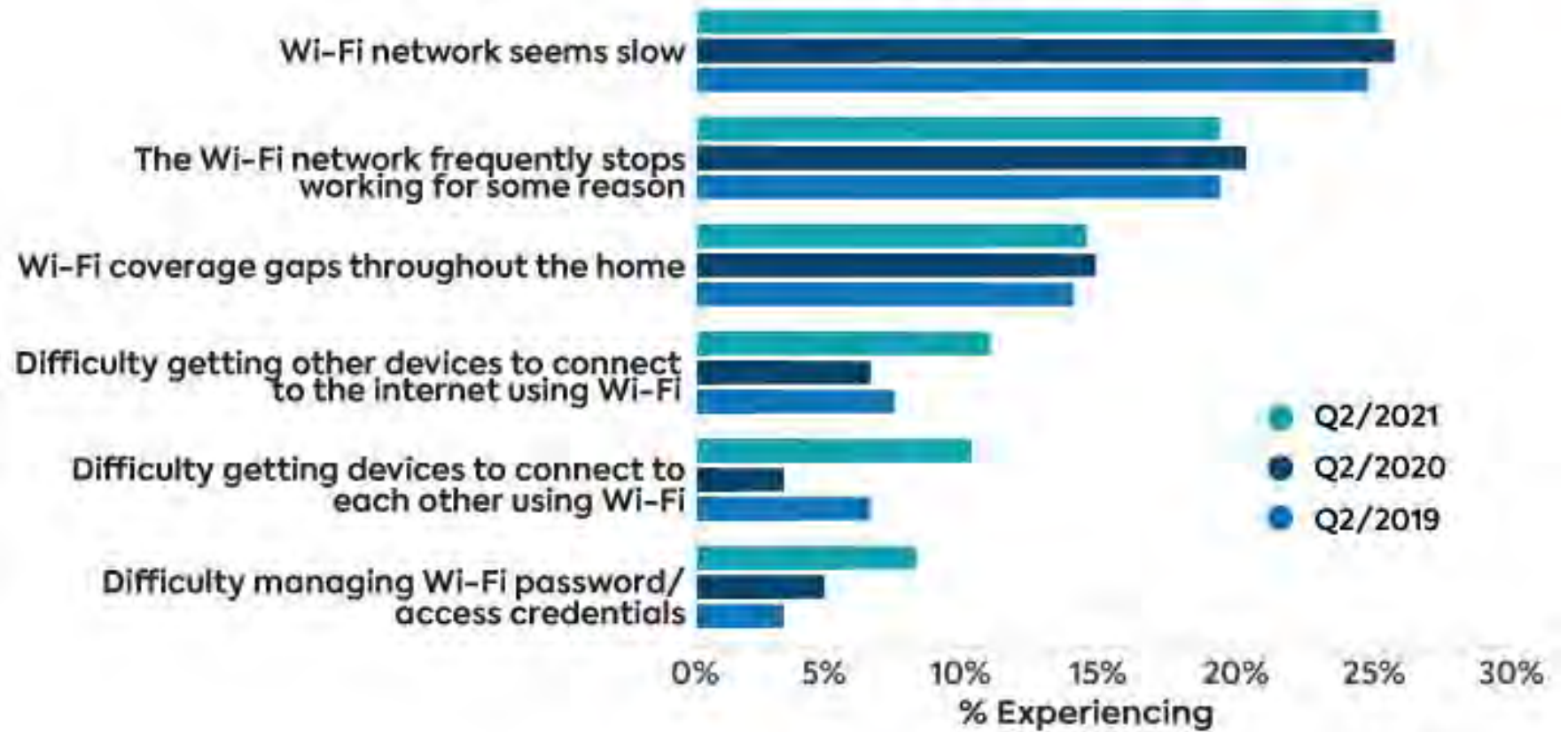


© Parks Associates



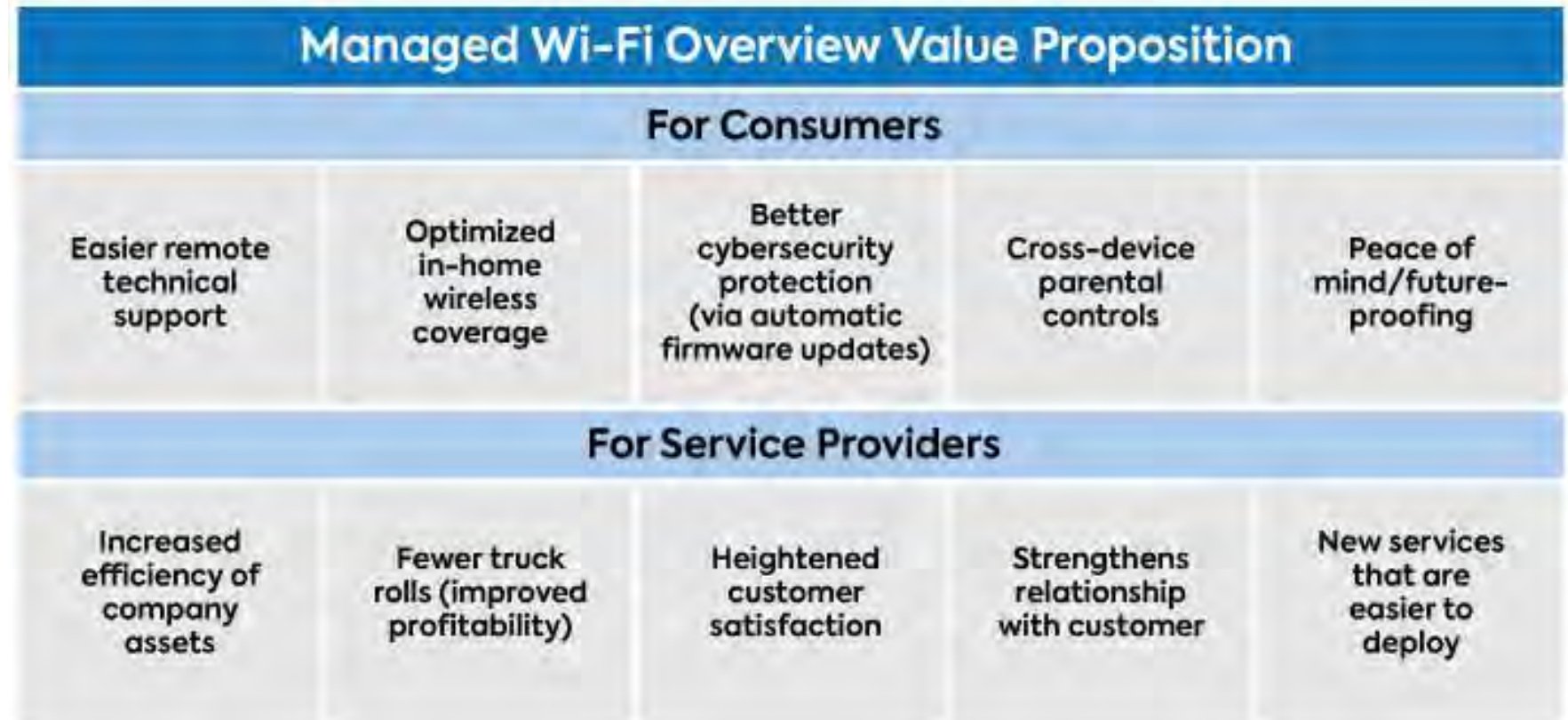
Wi-Fi Connectivity Issues

Home Network: Technical Problems



© Parks Associates

Value of Managed Services



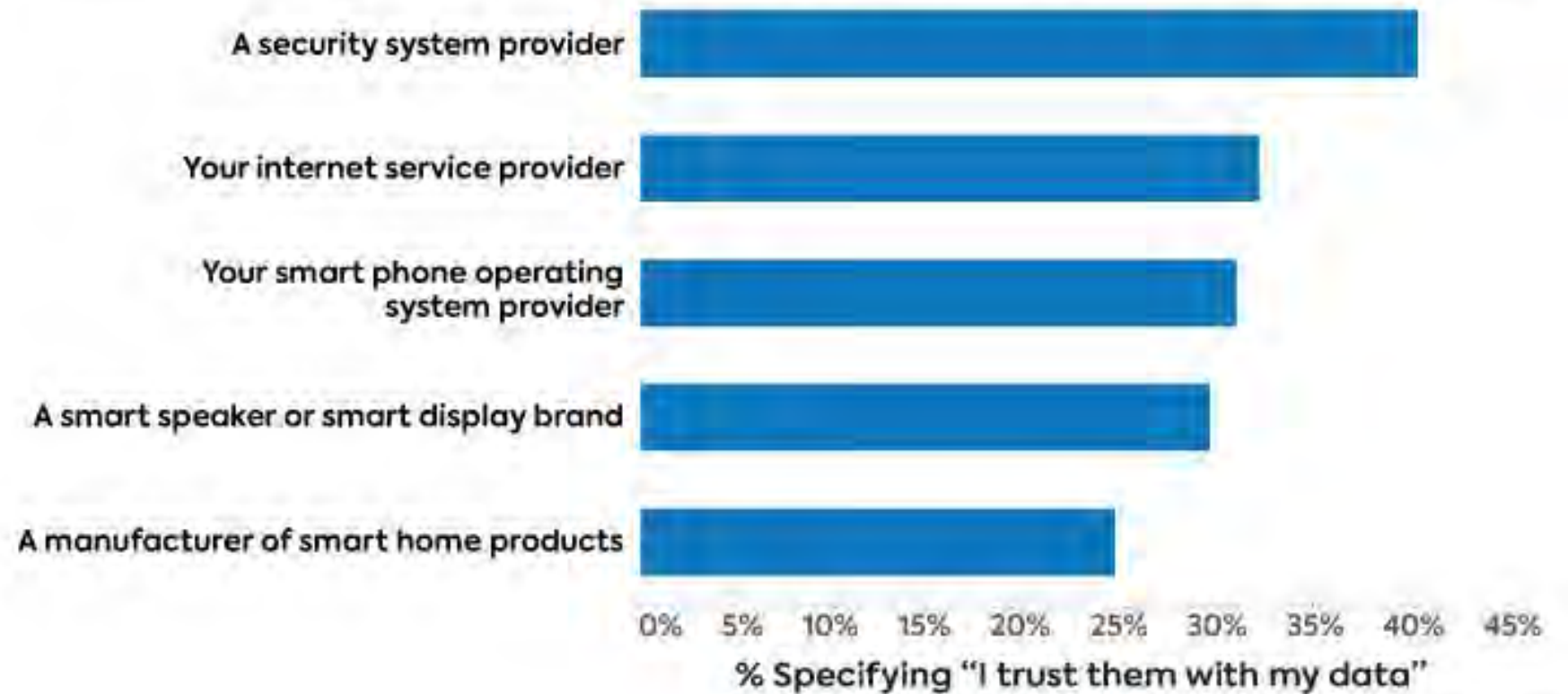


Trust: Data Through A Unified App

PARKS
ASSOCIATES

Trustworthy Company to Access and Manage App Data

US Broadband Households Interested in a Single Unified Smart Home Control App

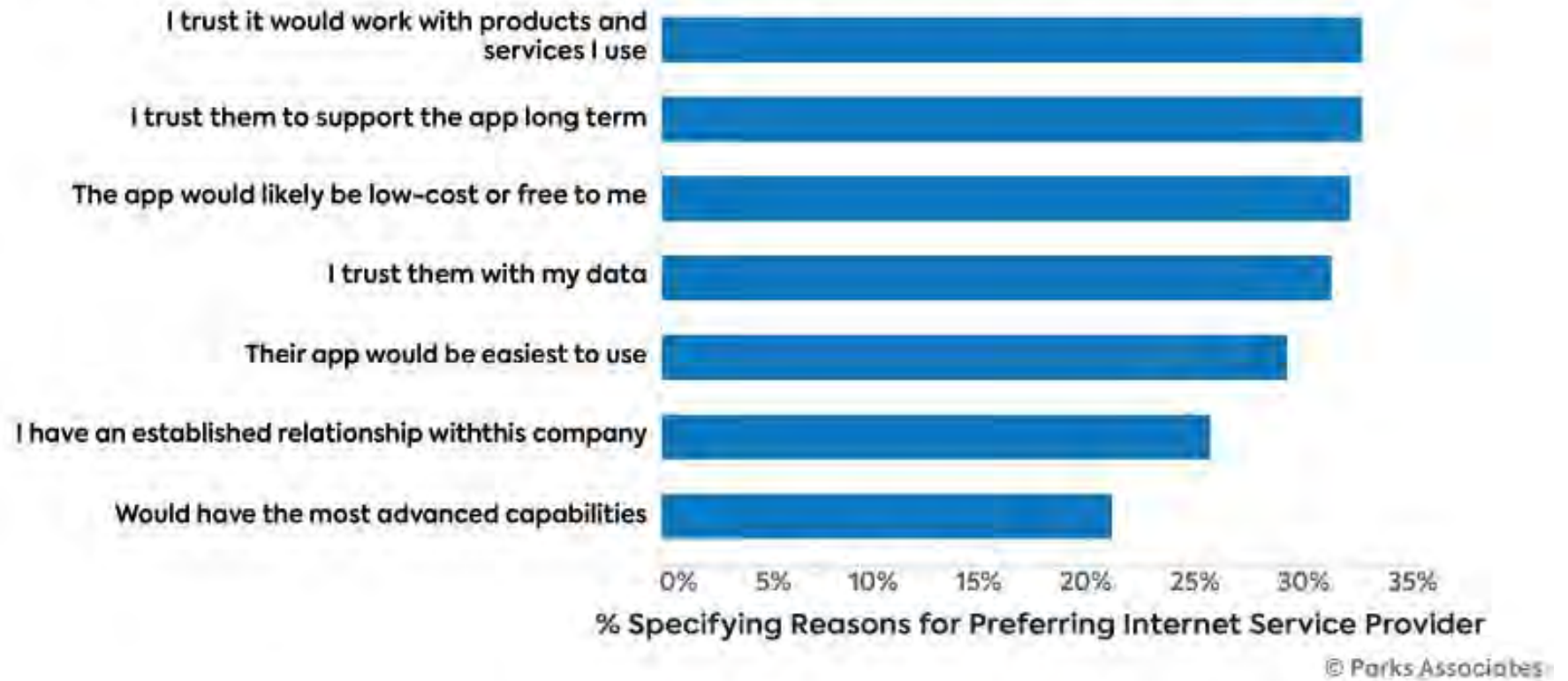


© Parks Associates

Support and Integration Drive Trust

Reason to Trust Apps from Internet Service Providers

US Broadband Households Interested in a Single Unified Smart Home Control App from ISP





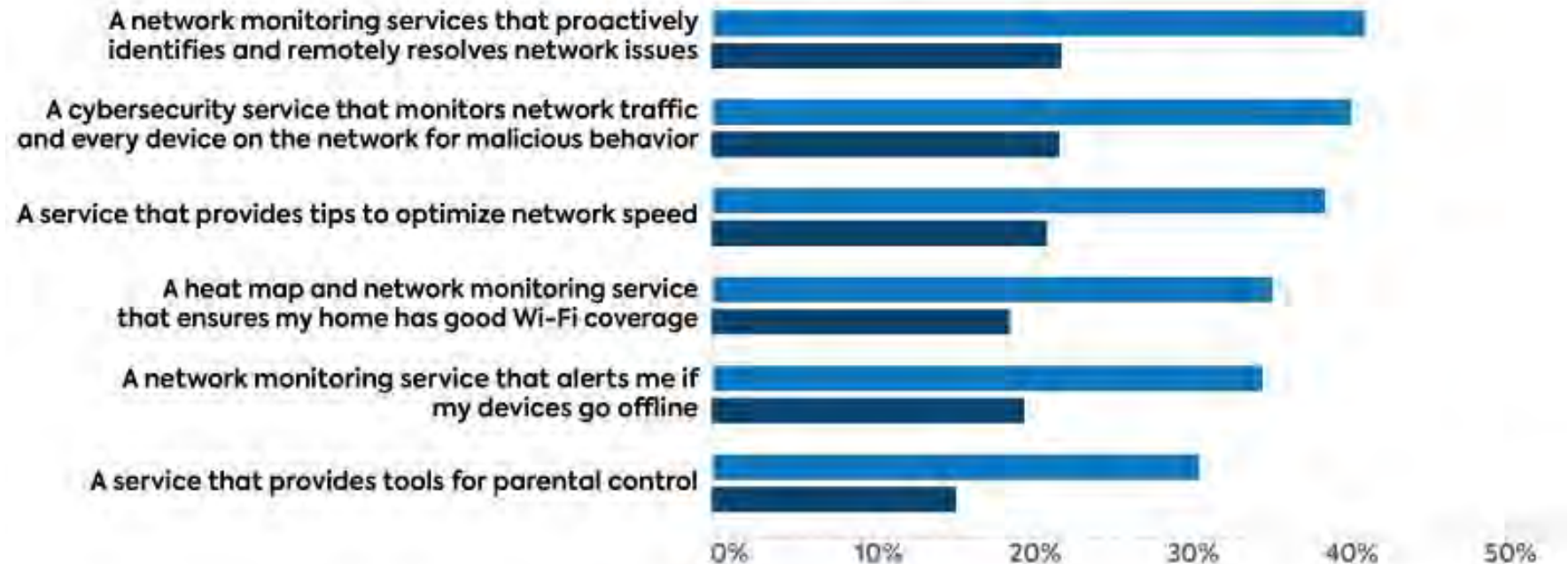
More Interest in Network Security

PARKS
ASSOCIATES

Interest in Add-On Network Services

US Broadband Households

● Q2/2021 ● Q2/2020



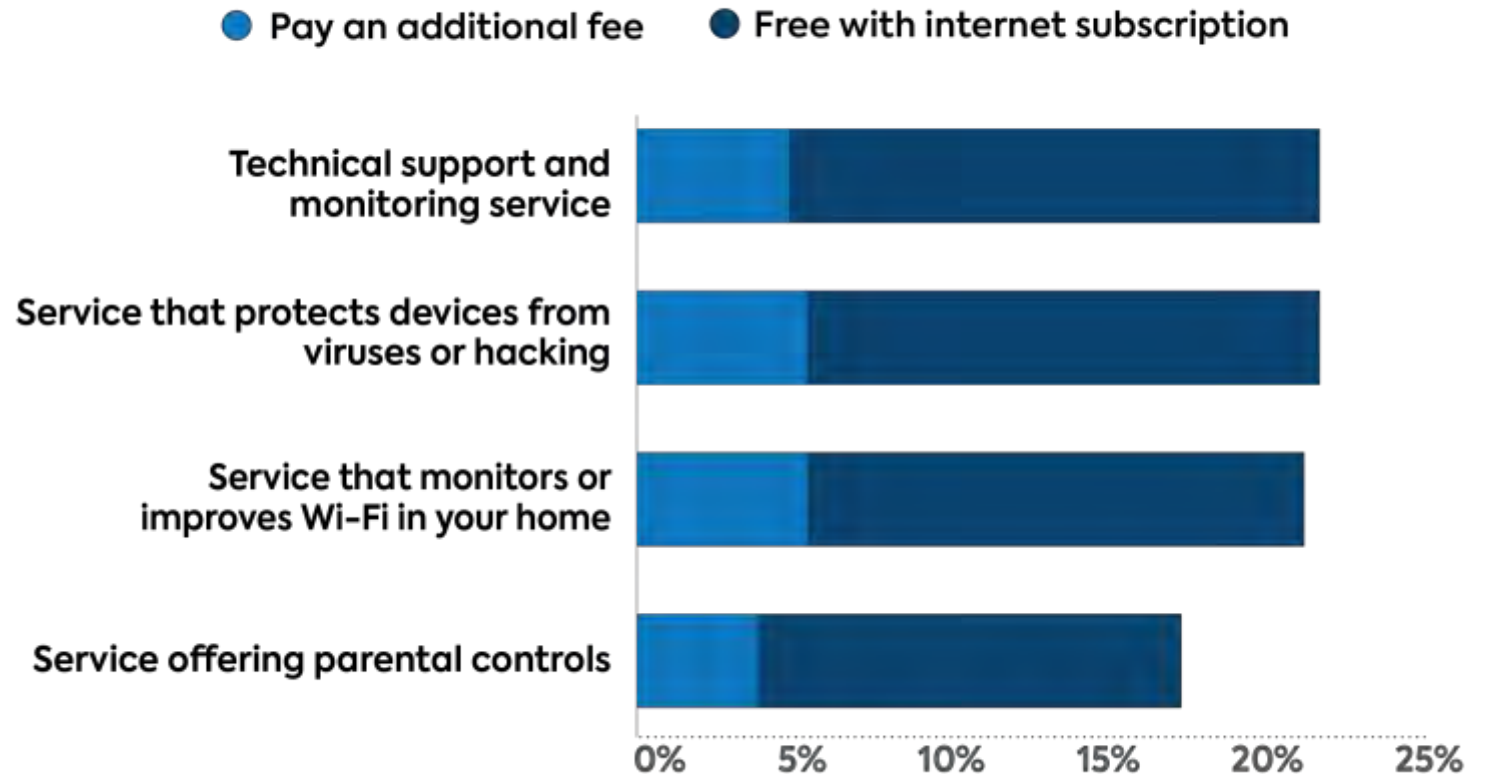
© Parks Associates



Consumers Willing to Pay

PARKS
ASSOCIATES

Adoption of Value-Added Services from ISP Among 10,000 Heads of US Broadband Households



© Parks Associates

Sponsored by:  Calix

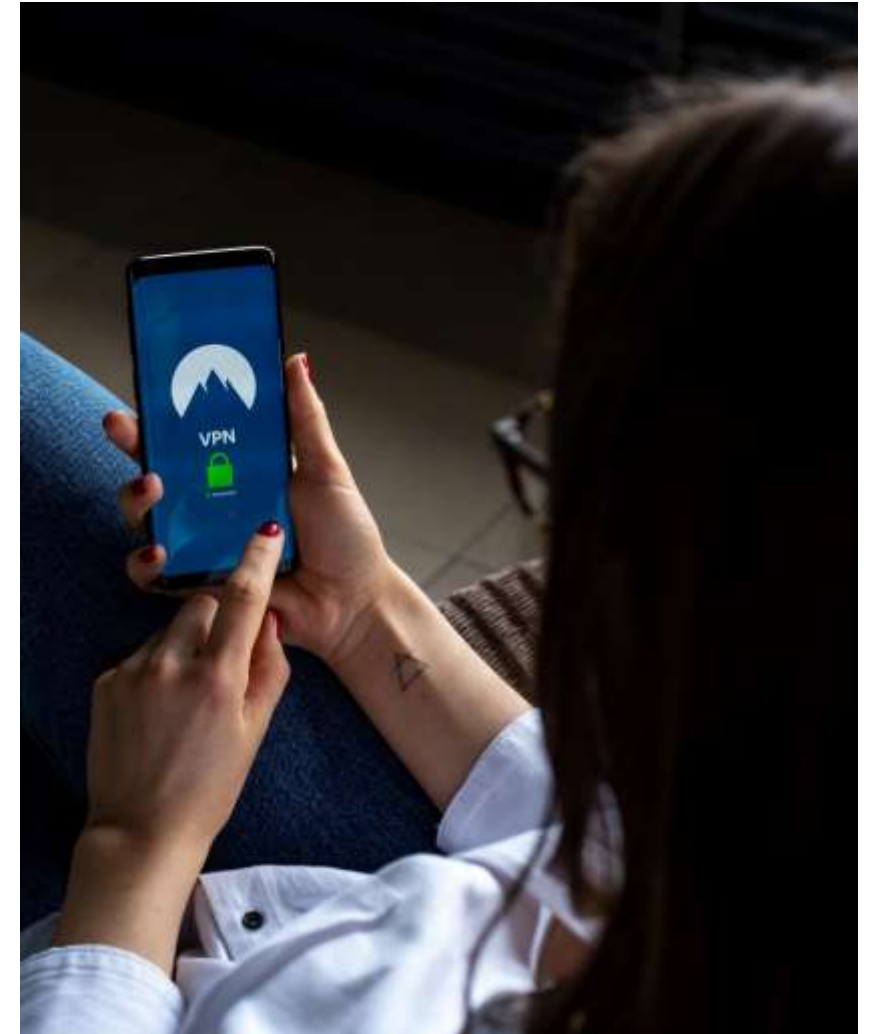
Wi-Fi 6 is here

New Technical Standard (802.11ax) from the Institute of Electrical and Electronics Engineers (IEEE), finalized in February 2021.

- Wi-Fi Alliance determined that consumers were getting confused by the alphabet soup of Wi-Fi technologies; suggested 'Wi-Fi 6' as the marketing term.

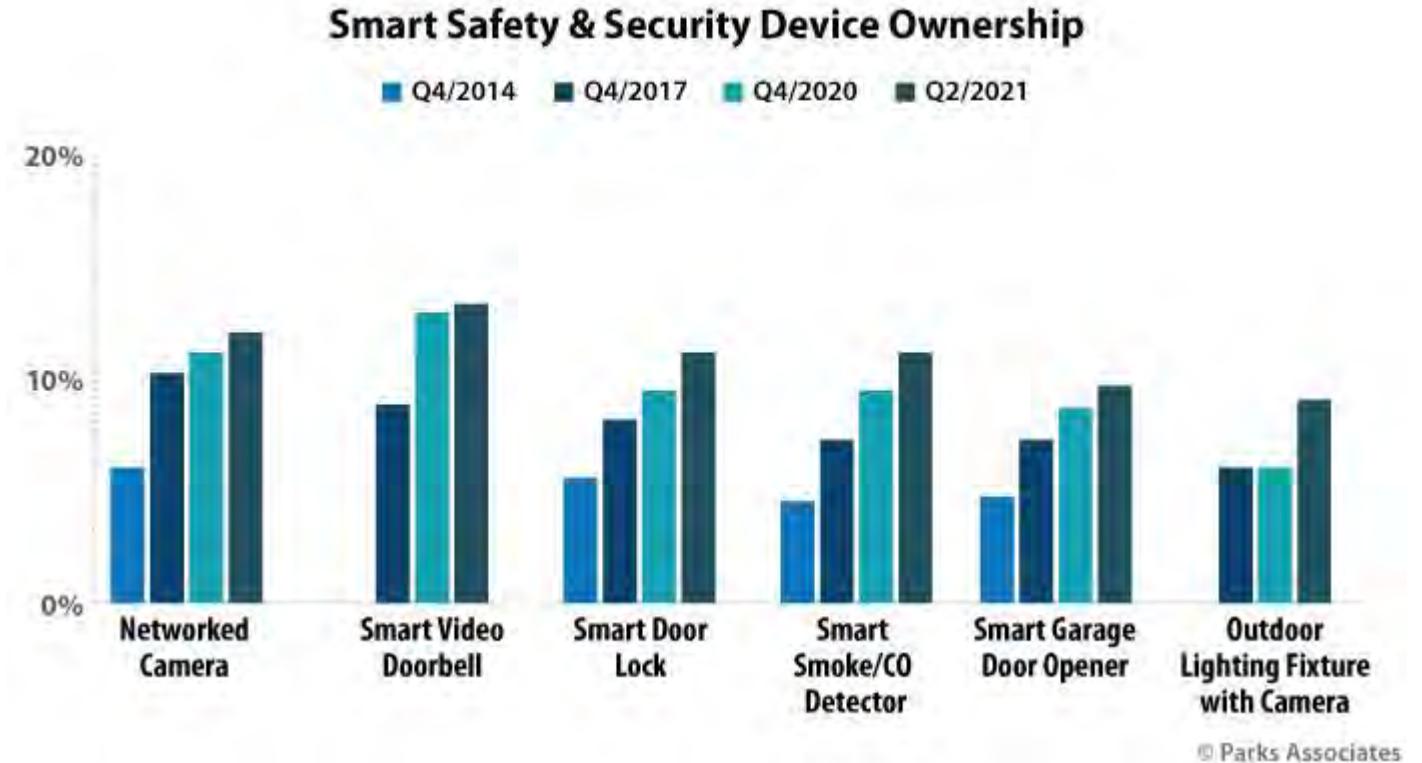
Benefits of Wi-Fi 6

- Higher data rates (up to 37% Faster than 'Wi-Fi 5'/802.11ac)
- Increased capacity (4x the throughput, thanks to MU-MIMO)
- Improved coverage (20-30% better than 'Wi-Fi 5')
- Lower power consumption (thanks to target wait time)



Smart Security: A Great VAS Opportunity

- 66% of security system owners, or about 20 M broadband households, have an interactive security system
- 68% of network camera owners have cameras installed outside the home
- 36% of U.S. broadband households now own at least one smart home device
- 36% of U.S. broadband households now own a home security system
- 33% of US broadband households have professional monitoring
- More consumers are gravitating to DIY installation and self-monitoring of security systems from smart devices



“Self-installation of newly acquired security systems has increased from 40% in Q4 2018 to 55% in Q2 2020.”

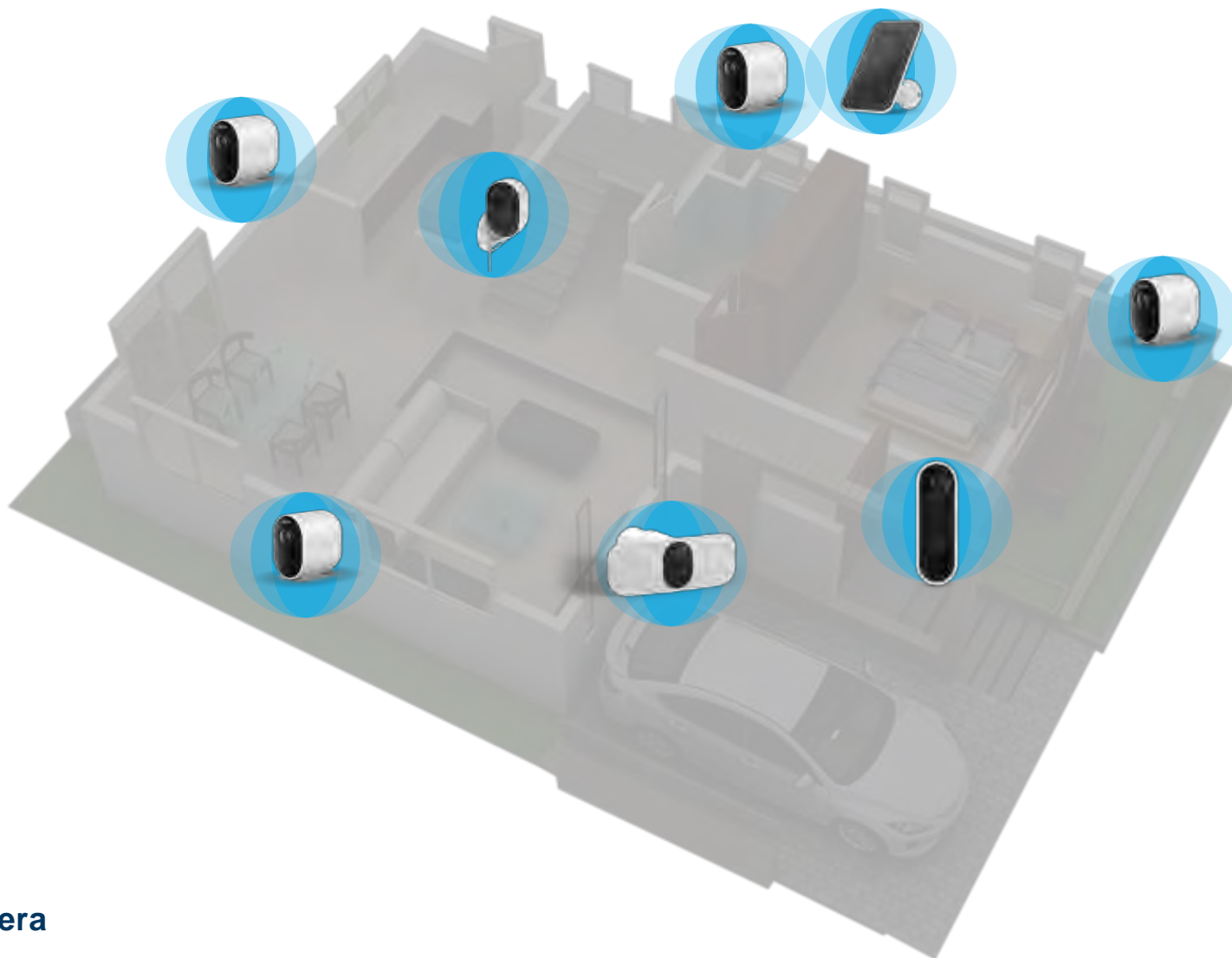
– Source: Parks Associates

PROTECTION AND CONNECTIVITY EVERYWHERE



Home Security and Monitoring

- **Front Door Protection**
 - Package detection
 - Know when kids come home
 - Interact with visitors when home or away
- **Driveway/Walkway Protection**
 - Video surveillance
 - Floodlight for nighttime security
 - Activate siren if needed
 - Wire-free with power options
- **Perimeter Protection**
 - Video surveillance
 - Spotlights for nighttime security
 - Activate siren if needed
 - Wire-free with power options
- **In Home Protection**
 - Secure your doors and windows
 - Professional monitoring
 - Video verify emergencies with a privacy camera



5 Key Takeaways

1. Broadband Provider Opportunity – Connectivity Driving Modern Lifestyles
2. Higher Speeds Deliver Better Experiences
3. Managed Wi-Fi can Contribute to a Better Consumer Experience
4. Consumers Trust Broadband Service Providers
5. Continue to Educate Consumers on Value and Benefits





PARKS
ASSOCIATES



The Disruptive Potential of Managed Wi-Fi

A Parks Associates Whitepaper Developed for Calix

[Download Today](#)

Q&A

PARKS
ASSOCIATES



Greg Owens

Senior Director
Product Marketing
Calix



Elizabeth Parks

President
Parks Associates



Tejas Shah

SVP, Product and Chief
Information Officer
Arlo Technologies, Inc.



Thank You & Let's Connect



Greg Owens

Senior Director,
Product Marketing
Calix



Elizabeth Parks

President
Parks Associates



Tejas Shah

Senior Vice President of Product
and Chief Information Officer
Arlo Technologies, Inc.



PARKS
ASSOCIATES



The Disruptive Potential of Managed Wi-Fi

A Parks Associates Whitepaper Developed for Calix

[Download Today](#)