

## **Broadband: Redefined...Addressing New Service and Bandwidth Requirements**

### Brief summary:

Today we sit at a point of market inflection where the fundamental definition of broadband is undergoing dramatic change. Fueled by the proliferation of entertainment services over the internet, consumer demand for integrated services, and powerful competitors, we are seeing a dramatic shift in basic broadband market requirements that dramatically alter the technologies, network topologies, and operations models necessary to address them. Necessary bandwidth is now measured not just in downstream capacity, but increasingly upstream as well. New broadband-enabled voice and video services have now raised the bar on basic service availability expectations. The broadband experience has transformed from a "best effort" service, to one where service providers are differentiated in terms of their broadband service quality. The broadband relationship has become the heart of the service provider / customer relationship, and the redefinition of broadband creates tremendous opportunity for wireline service providers to benefit from this transition.

This presentation will explore the implications of this transition, offering perspectives on how to interpret, classify, and succeed in this dynamic environment.

### Speaker: Frank Wiener, Vice President, Product Development - CALIX

Frank is vice president of product development for Calix. Frank is responsible for strategic planning as well as for all development and product management functions for the Calix C-, E-, and F-Series product families and the Calix Management System (CMS). He has over 20 years of experience in the telecom and enterprise communications industries. Frank has also held the roles of vice president of business development and vice president of field marketing at Calix. Prior to joining Calix in March, 2001, Frank held a broad range of management and executive management positions with Paradyne Corporation, AT&T Paradyne, and Nortel Networks. Frank is the author of the Calix publication *The Book on Video* and is the lead author of the Calix publication *The Book on Network Transformation*. Frank holds a BS in electrical engineering from the University of South Florida.