

Topics: Calix/GVTC Partnership & BMMA Member Research on IoT

Calix and GVTC's Partnership on "Enhanced Parental Controls" Campaign

In April, GVTC and Calix were recognized as runners-up for the BMMA Best-in-Class Marketing Partnership Award. GVTC's 'Enhanced Parental Controls' campaign was launched in December 2020. After making significant investments in their FTTH footprint and Premium Managed Wi-Fi solution, GVTC recognized the need to move to the next level to ensure that their members get the best speeds and best in-home experience possible.

Join this session to learn:

- Why GVTC feels that moving beyond the offering of traditional services—voice, video, and data—is crucial to their future success.
- How ExperienceIQ, which offers enhanced parental controls functionality within the Calix CommandIQ mobile application, helps GVTC members:
 - Manage the content, applications and websites that can be accessed by specific users and/or connected devices.
 - Set time limits during which specific users and/or connected devices cannot access the Internet.
 - Override the search results from Google & Bing search engines to use their respective 'safe browsing' features, sending only the respective search engine's approved search results to devices in the selected profiles. There is also an option to limit YouTube results to the restricted list of video results.
 - Prioritize applications and devices within their home network.
- What marketing strategies GVTC executed to promote this new offering.
- More about the strong partnership between GVTC and Calix.

Speaker: Greg Owens – Senior Director, Product Marketing, Broadband Operations



Greg Owens has more than 25 years of telecommunications/high-tech industry experience. As Senior Director, Product Marketing for the Broadband Operations products at Calix, Greg drives all aspects of marketing — from strategy, positioning and messaging development to market launch and thought leadership.

Prior to joining Calix, Greg spent 15 years with Alcatel-Lucent, holding positions in product/solutions marketing, customer marketing, media/analyst relations, and marketing communications.

Greg has served six terms on the BMMA Board of Directors, from 2008-2010 and again from 2018-2020.

Greg lives in Ottawa with his wife. They have three daughters, aged 16, 19 and 22.

BMMA Member Research on IoT

Discover how your peers view the IoT landscape. Topics covered will include opinions on market entry decisions, importance of IoT products/services to different market segments, devices offered, leading vendors/manufacturers, etc. as reported via the annual BMMA Member Research Project.

Speaker: Margaret Raines – Staff Manager, ResearchFirst



Margaret joined ResearchFirst, Inc. in December 2019. While at RFI, her duties have included business development, primary & secondary market research, and contract review. Prior to joining RFI, she gained experience while employed with firms from start-up stage to one of the top experiential marketing agencies in the country. Her duties have included primary & secondary market research, promotions, relationship management, and strategy development for both small and large businesses.

Margaret holds a Bachelor of Science in Economics from Louisiana State University, as well as a Master of Business Administration with a concentration in Consumer Behavior and supporting concentration in International Business from Tulane University.