

## Broadband Unbound: Optimizing the Wi-Fi Experience for Subscribers

This presentation will discuss how service providers can optimize the Wi-Fi experience for their subscribers, through education of both their employees and their subscribers. We will examine the steps service providers can take to deliver a strong Wi-Fi network and show multiple examples of how other service providers are messaging Wi-Fi Best Practices today. We will showcase managed Wi-Fi packages that other service providers are offering and how you can put together a package that makes the most sense for your business goals.

### Presenters:

Ben Chan, Director, Solutions Marketing, Calix



With more than twenty years of experience in business, marketing, management, and technical roles working for a number of successful semiconductor companies that develop and market DSL, MoCA, PLC, Wi-Fi, and MPEG chipsets. Ben has extensive experience in consumer electronics and has intimate knowledge of the residential gateway market and home networking applications. At Calix, Ben is responsible for premises solutions marketing and focuses on bringing best-in-class solutions to global markets.

Previous to Calix, Ben held senior product marketing, management, and development positions at Entropic, Qualcomm Atheros, Conexant, and AT&T. Ben holds a MSEE degree from NYU School of Engineering and a BSEE degree from Rensselaer Polytechnic Institute.

Bill Murphy, Senior Director, Solutions Marketing, Calix

With over 20 years of experience in broadband networking, consumer software, physical security SaaS, ebooks and location based services Bill Murphy has a broad background in business, marketing, entrepreneurship and technology. At Calix, Bill focuses on marketing Compass products.

He has founded and sold companies and held senior marketing, management and product positions in major companies like Alcatel and Cisco and in startups. He has over 40 patent filings. Bill holds a BS in Engineering.

