



FOR IMMEDIATE RELEASE
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WordSouth named Go To Market Partner for Calix

LAS VEGAS, NEVADA — WordSouth has been designated one of three Go To Market Partners by Calix, company leaders announced.

“This program has been in the works for some time, as we’ve explored synergies with Calix to help our shared clients harness their network data to improve the customer experience and drive marketing goals,” said WordSouth President and CEO Stephen V. Smith. “We’re excited to partner with such a great company, and even more proud to know this partnership with Calix can help rural broadband providers be more successful in their mission.”

The announcement came at the Calix Connexions Conference in Las Vegas. Calix is a leading global provider of the cloud and software platforms, systems, and services required to deliver the unified access network and smart premises of tomorrow.

CMO Matt Collins said the company wasn’t looking for a large number of partners but was looking for a few quality partners it could trust.

“Our Go to Market Partner program is a critical piece of our new Revenue EDGE solution, which includes a full collection of resources we deliver to our communications service provider customers to ensure they own the relationships with their subscribers and capitalize on the experience they provide,” said Calix CMO Matt Collins. “We are cultivating partnerships with companies who share our vested interest in our customers’ success. WordSouth is aligned perfectly to this mission, and we look forward to developing this partnership and helping guide our customers to new heights.”

Calix Marketing Cloud is an industry-leading suite of tools that give marketers and broadband providers insights into how customers are using their networks. The insights allow marketers to better segment their audience in order to present more relevant messages and communication.

Through the Go To Market Partnership, WordSouth staff will be specially trained and qualified to help broadband providers develop strategy and execute campaigns based on the insights and segmentation gleaned from Calix’s network data.

Based in rural Rainsville, Alabama, WordSouth has helped rural telcos and electric providers tell their stories and market their services for more than 23 years.

“While we have always focused on helping our clients tell their story, I think this partnership gives us an opportunity to help clients see what stories their networking data might be telling them,” Smith added. “As our agency constantly works to find new ways to help our clients achieve their marketing goals, this partnership with Calix can provide them a huge leap forward in understanding their customers and ultimately reaching them with the right message.”

About WordSouth

WordSouth is a 23-year-old content marketing company that works with electric utilities and telecommunications companies that serve rural and small-town America. WordSouth is comprised of a team of professionals with many years of communications experience. As a creative services firm, WordSouth works to earn trust from their clients as a true communications partner and help clients tell their stories.

About Calix

Calix, Inc. (NYSE: CALX) – Innovative communications service providers rely on Calix platforms to help them master and monetize the complex infrastructure between their subscribers and the cloud. Calix is the leading global provider of the cloud and software platforms, systems, and services required to deliver the unified access network and smart premises of tomorrow. Our platforms and services help our customers build next generation networks by embracing a DevOps operating model, optimize the subscriber experience by leveraging big data analytics and turn the complexity of the smart home and business into new revenue streams.

This press release may contain forward-looking statements that are based upon management's current expectations and are inherently uncertain. Forward-looking statements are based upon information available to us as of the date of this release, and we assume no obligation to revise or update any such forward-looking statement to reflect any event or circumstance after the date of this release, except as required by law. Actual results and the timing of events could differ materially from current expectations based on risks and uncertainties affecting Calix's business. The reader is cautioned not to rely on the forward-looking statements contained in this press release. Additional information on potential factors that could affect Calix's results and other risks and uncertainties are detailed in its quarterly reports on Form 10-Q and Annual Report on Form 10-K filed with the SEC and available at www.sec.gov.