

Motive Broadband Value-Added Services Overview



These days, the broadband service industry is getting hit from all sides. You're under intense pressure to generate more revenue, boost profitability and — especially — do more with less.

Value-added services such as firewalls, virus protection, music services, and multiplayer gaming are often touted as an effective way to grow business. But with an abundance of different options and providers, how do you make the most of the opportunity? Where can you turn for insight and real-world knowledge you can put to use?

Turn to the experts at Motive. With our knowledge and experience in activating and managing broadband services, we can help you turn value-added services into additional revenue and increased profitability.

Motive Broadband Value-Added Services—the latest offering in our Business Optimization Consulting Services—is designed to help you capitalize on this tremendous opportunity to build your business. This comprehensive service offers you a structured approach that's clear, practical and built on a solid foundation of best practices and industry-leading expertise gained through deployments with more than 30 service providers around the world.

Motive Broadband Value-Added Services can help you:

- *Determine the right mix of service offerings — and the right timing*
First, we'll help define a strategy to meet your needs, one that reflects industry best practices. Our experts can help you select the offerings that will appeal most to your subscribers and pinpoint the ideal time for making an offer. And because

the Motive platform allows you to change services without disrupting your subscribers, you can test different options and combinations quickly and easily.

- *Communicate directly with subscribers to help facilitate sales*

Many subscribers simply won't visit your portal and don't sign up for email accounts, hampering your ability to communicate with them about further offerings. Motive enables you to interface directly with subscribers at key touch-points—such as activation, critical service messaging, and ongoing customer care—when they're most receptive to additional sales. This provides you with key opportunities to offer value-added services at the time your subscribers are most likely to purchase them. (For example, if a subscriber is experiencing a potential or actual breach of security, they may be interested in purchasing additional virus-protection or firewall services.)

- *Offer exclusive content and services your subscribers can trust*

Motive can connect you with a wide variety of offerings from our select partners, any of which can be offered seamlessly to your subscribers. We have invested in integrating these offerings into the Motive Suite in order to streamline the deployment effort. We can also fully integrate with any proprietary services you may wish to offer. Best of all, we can help you ease the concerns of customers who aren't comfortable with buying services via the Internet or from companies they don't know. With Motive, as far as the subscriber is concerned, the actual purchase of value-added services is made through *your* company—someone they already know and trust.

“Juniper Research forecasts indicate that the residential value-added services market is expected to grow almost five-fold in the next five years, from \$4.45 billion in 2004 to \$20.09 billion in 2009. Forecasts also show that value-added services revenues are gaining ground and will surpass basic access revenues in this timeframe, and as such must be taken very seriously by the industry.”

— Juniper Research
March 2004



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- *Integrate and deploy services seamlessly*

As your partner, we have unique insight into your key business drivers and technical environment factors. We know your network inside and out. Our expertise will help you ensure that any offering integrates smoothly with your existing network and Motive infrastructure. Drawing upon the knowledge, best-practices and perspective gained from other successful deployments, Motive can help ensure the best possible experience for you and your subscribers.

- *Measure your success*

Through Motive's detailed reporting, you can measure the impact of any particular value-added service strategy, promotion or deployment — and react accordingly with your next effort.

Discover how Motive Broadband Value-Added Services can help build your business.

Now's the time to make the most of value-added services — and their revenue-generating potential. To learn more, visit our website at www.motive.com.

ABOUT MOTIVE

Motive, Inc. has pioneered a new class of systems management software that extends self-management intelligence and automation to technology products and services – allowing them to install, diagnose and repair themselves, or tell users how to maintain them. This dramatically cuts the management overhead, time and labor costs that are overwhelming companies and their customers. Motive's patented technology has been deployed to more than 20 million broadband subscribers worldwide by market leaders such as Bell Canada, BellSouth, British Telecommunications, cablecom, Charter Communications, Cox Communications, Deutsche Telekom, NTL Home, SBC Communications, Telenet, and Telewest.



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