

Alcatel-Lucent's Motive Enters MDM with WDSGlobal Alliance

Alcatel-Lucent's Motive division, which provides broadband device management solutions, has entered into a strategic partnership with WDSGlobal to provide end-to-end mobile device management solution.

 	
Device Support	<ul style="list-style-type: none"> • Largest industry library of device capabilities & specifications • OMA-CP, OMA-DM & Proprietary
Bulk Device Management	<ul style="list-style-type: none"> • Large scale actions to targeted devices • Firmware upgrades, configuration updates
1:1 Device Management	<ul style="list-style-type: none"> • Retrieve device status information • Push updated configurations and repairs
Help Desk	<ul style="list-style-type: none"> • Guide CSRs through entire triage, diagnosis & problem resolution process
Self-Service	<ul style="list-style-type: none"> • Drive call avoidance • Empower subscribers to self-manage routine tasks

The joint solution will help automate and remotely manage key customer care processes throughout the mobile device lifecycle -- from activation and configuration, to firmware and application updates and technical support.

The companies said their goal is to provide mobile operators with the tools they need to deal with the high-cost of supporting thousands of different mobile phone models. In particular, the complexity of smartphones is driving a spike in customer support calls to the mobile operator. According to their analysis, 47% of smartphone technical support calls relate to configuration. Resolving these issues takes the technical support staff an average 18 minutes at an average cost of US\$25 per call. In addition, 15% of all mobile phones are returned in first 30 days even though the majority of these devices are not faulty -- just difficult to configure.

The Motive-WDSGlobal mobile device management solution will help mobile operators reduce customer support expenses by providing:

- A library of device management capabilities and specifications, providing immediate interoperability with the increasing number of mobile devices
- A library of email settings resulting in accurate configuration of subscribers' email services on mobile devices
- Automatic device detection, identification and configuration without subscriber interaction
- Service-oriented provisioning based on subscriber, device and purchased services
- Enhanced assisted service tools for the help desk that intelligently guide Customer Service Representatives (CSRs) through the entire triage, diagnosis and problem resolution process
- Self-service tools that drive call avoidance by allowing consumers to self-manage routine tasks via a web portal, IVR or their mobile device

"Broadband is quickly going mobile, making it the perfect time for mobile operators to capitalize on the consumer appetite for new products and services. However, to succeed in tapping into this opportunity mobile operators need the right tools," said David Stevenson, Head of Alcatel-Lucent's Motive Product Division.

<http://www.motive.com>

<http://www.wdsglobal.com/>

16-Feb-10