



Motive Selected by KPN to Optimize the Delivery of Rich Media Services

Network Analyzer Will Ensure Quality and Stability of High Bandwidth Services

AUSTIN, Texas, June 3, 2010 — Motive, the leading provider of digital life management solutions for fixed and mobile broadband services, and an Alcatel-Lucent company (Euronext Paris and NYSE: ALU), today announced that KPN, the leading telecommunications and ICT service provider in The Netherlands, has selected Motive's Network Analyzer to optimize the delivery of high bandwidth services to the company's customers in the Netherlands. In April KPN launched its HDTV service, with Motive providing the automated network analysis and line management capabilities to ensure a successful rollout.

The delivery of rich media services requires increased bandwidth, additional network configuration and more specialized network support resources, all of which add to the cost and complexity of managing today's digital services. In particular, when line bandwidth is increased, problems with line quality are often multiplied, impacting quality of service and increasing the likelihood of customer churn.

Network Analyzer's dynamic line management capabilities will help KPN proactively detect and localize line degradations and automatically adjust settings, leading to more streamlined service delivery, improved service quality, reduced service downtime, and faster problem resolution. In addition, Motive's ease of integration with KPN's existing infrastructure will help speed the delivery of new services that lead to an increased Average Revenue Per User (ARPU) over a shorter period of time.

"The rollout of rich media services represents significant revenue potential from a financial standpoint, and substantial management challenges from an operational one," said Eric Kuisch, General Manager Networks & Services at KPN. "After a thorough competitive review, we selected Motive's solution for its ability to comprehensively address the access network management lifecycle, including planning and line readiness, service fulfillment and service quality assurance lines— ensuring that our customers' experience never suffers because we didn't anticipate a problem. Easily integrated with our existing infrastructure, Network Analyzer will play a key role in helping us extend current platforms to support new services."

Motive's Network Analyzer combines real-time network performance visibility with quality-of-service line management capabilities. Through integration with Motive's Service Management Platform and Customer Service Console, the product gives front-line call center and customer support organizations the power to proactively track and resolve customer service issues in real-time – from network provisioning and service performance to line maintenance and upgrades.

“Network Analyzer represents the cutting-edge of access network management solutions, supporting operational best practices throughout the access line lifecycle -- from provisioning and maintenance to troubleshooting and customer support,” said Yves T’Joens, Head of Product at Motive. “We’re proud to count KPN among our customers, and to help them expand their portfolio of services to a growing audience of subscribers.”

Today, more than 85 of the world’s leading service providers have deployed Motive’s Network Analyzer, reducing operational expenses by as much as seventy percent. Network Analyzer now has more than 50 million digital subscriber lines under management.

For more information about the Motive Network Analyzer please click here:

<http://www.motive.com/solutions/accessnetwork/accessnetworkproducts.asp>

About the Motive Product Division

Motive, an Alcatel-Lucent company, provides digital life management software for broadband and mobile data services. Motive's software is helping wireline, wireless, cable and satellite operators worldwide deliver a new generation of IP-based services that seamlessly integrate voice, video and data into a single, connected experience. With Motive products, operators can leverage one service management platform to automate and remotely manage key customer touch points throughout the service lifecycle, across multiple services, networks and devices. The result is a consistent, unified experience for both end-users and service providers that increases revenues from new and converged services, reduces fulfillment and support costs, and drives greater customer satisfaction and loyalty. For more information, visit Motive on the Internet: <http://www.motive.com>

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted transformation partner of service providers, enterprises, strategic industries such as defense, energy, healthcare, transportation, and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 15.2 billion in 2009 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>

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