

Saudi Telecom Company STC uses Motive technology to transform the customer experience

Austin, TX November 12, 2009 – 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), announced today that it has been selected by STC (Saudi Telecom Company), the main telecommunications carrier in Saudi Arabia, to deliver its High Speed Internet ServiceView™ solution. The HighSpeed Internet ServiceView™ solution offers a unified customer care environment providing end-to-end visibility and control of broadband services with automated problem analysis and resolution for STC’s network. Additionally, Alcatel-Lucent will provide STC with a complete set of services encompassing installation, commissioning, project management and software customization and integration.

The High Speed Internet ServiceView™ solution empowers STC customer service representatives by providing the information and management capabilities they need to help STC customers to quickly setup and manage new services. In addition customer service representatives will have the ability to diagnose and resolve High Speed Internet service issues from a single consolidated view. As a result, it allow STC to solve a wider range of problems with end-to-end visibility and control and dramatically improve the end-user experience by simplifying the troubleshooting and repair processes for complex environments and data services. The benefit is reduced customer service handling time and increased first call resolution.

“STC has always focused on combining a superior customer experience with innovative products and solutions,” said Eng. Maziad Al-Harbi, Saudi Telecom General Manager, Network Services Solutions. “Alcatel-Lucent understands our network requirements, and is uniquely qualified to help us by offering a superior level of customer service, which is key to our success in retaining and attracting new customers across the Kingdom of Saudi Arabia”.

“In today’s rapidly changing market, smart service providers are shifting the battleground away from price-based competition to competition based on providing a better, simpler customer experience to win customer loyalty. Established operators such as STC understand that the customer experience is a key factor for their success,” said Vincenzo Nesci, Alcatel-Lucent’s Vice President for Middle East and Africa. “By deploying the Motive High Speed Internet ServiceView™ solution, STC will go beyond reducing operational costs to manage and deliver next-generation services that highly improve customer experience and increase profitability”.

About Saudi Telecom

STC (Saudi Telecom) is the leading national telecommunications services provider in the Kingdom of Saudi Arabia. STC provides four key services: Home services which include PSTN, broadband DSL, Personal services which include mobile telephone services and value added services, Enterprise services which provide advanced business data solutions to enterprises and Wholesale services that provide network services to other local operators. In the recent years STC grew beyond its local borders and went global forming a network of business and investments in various Gulf countries, Asia, and Africa. The company is present in Kuwait, Bahrain, India, Indonesia, Malaysia, Turkey, and South Africa enabling it to provide services to a bigger customer base and increasing its total number of customers externally by studying and evaluating investment opportunities. For more information, visit STC on the Internet: <http://www.stc.com.sa/>

About Motive

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

