



Press release

Motive reaches digital home milestone with more than ten million devices under management

Motive's Home Device Manager accelerates roll-out, simplifies end-user experience with more than fifty customers worldwide

AUSTIN, Texas, January 22, 2009 – Motive, the leading provider of digital life management software for broadband and mobile data services, now part of Alcatel-Lucent, today announced it is beginning the year with more than ten million devices under management with its Home Device Manager (HDM) product. Deployed with more than fifty service providers worldwide, Motive's HDM simplifies and accelerates the mass-market rollout and management of popular services such as high-speed Internet, IPTV and VoIP. It also streamlines device configuration, technical support and on-going management for a variety of customer premises equipment (CPE) - including residential gateways, IPTV set-top boxes, VoIP adapters, femtocell access points and other devices that comprise a home network.

By utilizing HDM, service providers can offer their customers a simple, consistent and unique service experience - no matter the complexity of the underlying "digital home" network.

"The ability to deliver new digital home products and services presents operators with key opportunities for customer acquisition and revenue growth. Providing a consistent, seamless customer experience, while transparently managing and supporting these next-generation services is fundamental to operator growth in terms of both customer/market penetration and generating incremental revenues and margins," said Erik M. Keith, Principal Analyst for Broadband Infrastructure at Current Analysis. "Motive understands the challenges and complexities inherent in delivering and managing digital home services, and with over 10 million devices managed in more than 50 operator networks, Motive has demonstrated its ability to enable operators to roll out next-generation digital home services in mass market deployments."

"Since launching HDM, Motive has secured a market leader position for remote device management," said David Stevenson, Vice President of Motive. "In 2008 we began to see providers deploy more and more devices in the home with an embedded TR-069 management client. This contributed to the rapid increase in devices Motive brought under management last year. Managing more than ten million digital home devices proves the strength of our product and the quality of our customer relationships. This milestone reinforces our strategy to remain CPE vendor-independent and device-agnostic, and provides a point of differentiation that is extremely valuable to our customers."

Motive's unique approach to managing devices in the home reduces the complexities and risks associated with the deployment and management of next generation broadband devices and services. By combining robust provisioning, maintenance and support capabilities into a

