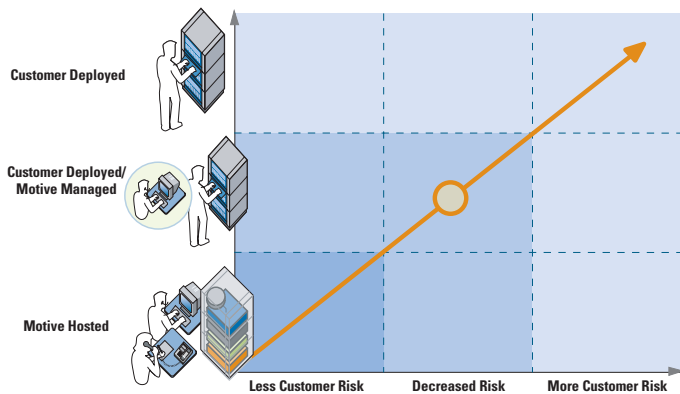


## Motive Outsourcing—Remote Services

Broadband service providers (BSPs) are facing escalating economic pressure and resource constraints as demand for service becomes more widespread and competition increases. The key to maintaining profitability in this climate is to maximize available

and provide scalability for limited resources. Motive provides remote management services to help customers deploy and manage Motive software and maximize the value achieved through Motive-enabled systems. Through this service, Motive helps customers realize maximum flexibility and coverage for managing their Motive investments.

BSPs to stay effective and profitable in the face of changing economic and technology requirements. Motive's Remote Services leverages a dedicated, scalable team that has deep knowledge and experience in managing Motive solutions—leading to a dramatic reduction in overall risk for the customer.



### Control vs. Risk—Remote Services

resources, reduce overall risk, and drive needless waste from the business. To achieve these goals, businesses must maintain highly effective internal support systems and personnel—the very resources that become strained by rapidly changing market conditions, product offerings, and technologies.

Outsourcing specialized skills for in-house systems has become a viable option to increase efficiency

### Manage Motive solutions better

Motive Remote Services manages the Motive solution in the customer's environment with control of the underlying infrastructure (i.e., servers, databases, and network) remaining with the customer. With this service, Motive remotely manages the customer's Motive software and platform through a secure, electronic connection to the customer environment, allowing the customer to house their data internally while eliminating the need for in-house Motive administration expertise.

### Reduce risk and complexity

By eliminating the impact of internal resource fluctuations, Motive's expert outsourcing team enables

### Increase operational efficiency

As business needs change, efficiency is often sacrificed as support resources and staff scramble to keep up with increased demand and new technologies. By enabling Motive experts to proactively manage and administer the Motive solution, Motive Outsourcing enables customers to focus on core business activities and spend less time on software management and support, thereby increasing operational efficiency and relieving pressure on existing resources.

### Speed time-to-market

Motive Remote Services give customers the competitive advantage by leveraging Motive administration experts in order to eliminate costly ramp-up time.



## Motive Outsourcing—Remote Services

This speeds up deployment projects and is critical for production readiness and delivery.

### Improve service

Addressing the increase in time-to-resolution that often accompanies new technology introductions is vital to profitability. By providing Motive access to the software environment and through integration into the customer's operational processes, problem resolution becomes faster and more effective.

### Features of Motive's Remote Services:

- **Readily available, expert staff:** The Motive Outsourcing team has extensive system, application, database and network administration experience with mission-critical data center environments, technologies, and Motive products.
- **Remote management capabilities:** Motive remotely manages the customer's Motive software and platform through a secure, electronic connection to the customer environment. As part of this service, the Motive Outsourcing team will provide the customer with operations reporting related to resource utilization, service

availability, and capacity planning metrics for operational and technology planning.

- **Proactive monitoring tools:** Automated systems are employed to proactively monitor, measure, and evaluate the performance of Motive applications in real-time at customer sites. This eliminates the need for in-house administrators to monitor Motive applications. If a need or problem is identified, the customer will be proactively notified and remote fixes, if applicable, will be provided.
- **Integrated processes:** The Motive Outsourcing team becomes an extension and integral part of the customer's operational processes. This is accomplished by including Motive in the customers' operations management process (change management, incident management, NOC, etc.). This ensures visibility into processes across organizations and reduces the time to resolve issues.

### An infrastructure built for service

Motive Outsourcing, part of the Motive Service Management Suite, is built on a comprehensive,

distributed architecture specifically designed for managing business process and technology ecosystems that drive product, service, and operational competitiveness for Global 2000 companies. Motive's management technologies are broadly organized into three layers: ecosystem blueprinting, management infrastructure and management applications. Motive's ecosystem blueprinting technology provides just-in-time modeling of all the data required to manage complex, interconnected process workflows and technologies, and measure their economic impact on business operations. Motive's ServiceNet Infrastructure™ provides a secure and flexible service management environment that easily integrates with existing business systems, and scales to accommodate changing and growing service demands. Motive's robust and flexible management applications layer provides extensible, programmable components that accelerate time-to-value for applications for three areas: problem management, configuration management, and policy management. Together, these technologies form a powerful foundation that gives





## Motive Outsourcing—Remote Services

service providers the most advanced service management capabilities in the industry.

Motive Outsourcing services give Motive customers the flexibility to stay profitable in a rapidly changing broadband environment, enabling them to better utilize existing resources, reduce overall risk, and

achieve aggressive time-to-market goals. Through Motive Remote Services, broadband providers can harness optimal performance and achieve the lowest total cost of ownership from their Motive solution. To learn how Motive Outsourcing can benefit your company, visit [www.motive.com](http://www.motive.com).

### ABOUT MOTIVE

Motive, Inc. (NASDAQ: MOTV) has pioneered a unique approach to designing management services into Internet-era networks, systems and applications. Motive's software makes complex products and services self-managing, reducing overhead costs and optimizing customers' return on investment. Companies worldwide have relied on Motive's software to provide a range of problem remediation and configuration management tasks for more than 45 million endpoints. Founded in 1997, Motive is headquartered in Austin, Texas, and has offices in Europe and Asia. For more information, visit [www.motive.com](http://www.motive.com).



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