



## **Motive and WDSGlobal forge device management alliance**

PRESS RELEASE

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Mobile World Congress, Barcelona, February 15, 2010 - Today at the Mobile World Congress, Motive a division of Alcatel-Lucent (Euronext Paris and NYSE: ALU), and WDSGlobal, announced a strategic partnership that will help mobile operators dramatically improve the customer experience by targeting the operational inefficiencies related to the proliferation of complex mobile devices and services.

Through a joint marketing and development initiative, the two companies are delivering a comprehensive end-to-end mobile device management solution to 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 joint solution will allow for increased revenues, improved operational efficiency and will drive customer satisfaction on behalf of mobile operators.

"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. "This collaboration combines Motive's market-leading position in broadband service management, and expertise in device provisioning, configuration, management and troubleshooting, with WDSGlobal's industry-leading device interoperability library, proven track record with mobile operators, and deep knowledge of the drivers behind customer support calls. The result is a set of transformational tools that will help operators gain market share while delivering an enhanced customer experience."

WDSGlobal has a deep understanding of mobile customer experience optimization. The company provides a suite of managed services to the mobile industry, covering the development, introduction and ongoing support and maintenance of mobile products and services.

"Mobile operators immediately recognize the revenue opportunities and loyalty drivers that smartphones and converged networks can bring them. However, market maturity hasn't improved the problem of industry fragmentation and to truly leverage the opportunity, operators must now navigate multiple device types, standards, bearers and operating systems," explains David Ffoulkes-Jones, CEO of WDSGlobal. "Many existing mobile device management deployments are struggling to keep pace with this complexity; severely impacting subscriber profitability and damaging mobile operators' device and service strategies."

Analysts predict explosive growth in the adoption and usage of mobile broadband devices. A recent report from Morgan Stanley (Source: Morgan Stanley, "The Mobile Internet Report," December 15, 2009), forecasts that by 2012, nearly 1 billion mobile broadband devices will be shipped worldwide. Industry experience shows that the introduction of new, increasingly complex mobile devices leads to increased demand on customer service resources, including higher help desk call volumes and longer average handle time (AHT).

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

- The industry's largest library of device management capabilities and specifications, providing immediate interoperability with the increasing number of mobile devices
- A comprehensive 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

Visit us at booth #8A147 to view a demonstration of our Mobile Customer Experience Management Solution.

### **About the Motive Product Division**

Motive, an Alcatel-Lucent division, 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 WDSGlobal**

WDSGlobal is the wireless industry's only provider of specialist managed services dedicated to improving the user experience across the entire consumer lifecycle. The company's portfolio of platform-enabled tools and services stretches across the wireless value chain to connect and optimize each stage of the consumer lifecycle. With more than 15 years of experience and a global footprint, WDSGlobal is the partner of choice for wireless carriers, handset manufacturers and service providers looking to transform their relationships with consumers. The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK. For more information, visit WDSGlobal at: <http://www.wdsglobal.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>

Contact the Alcatel-Lucent Press Office: [press@alcatel-lucent.com](mailto:press@alcatel-lucent.com)