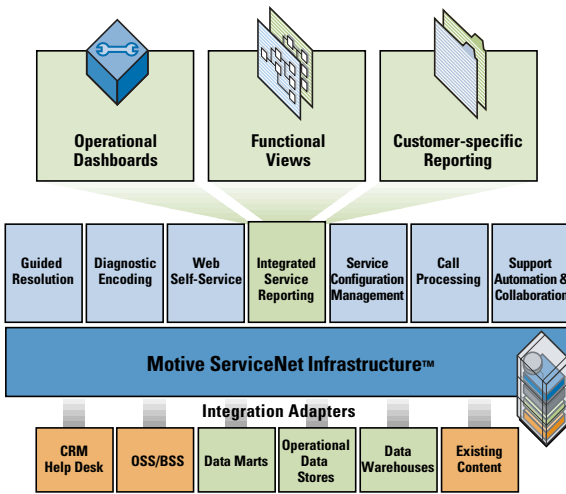


Service Analytics



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Corporations increasingly rely on business intelligence technologies to gather vast amounts of data regarding customers, products, and operations. However, harnessing this data in order to improve decision-making and strategic planning across the enterprise has become a major challenge. In a recent Gartner survey, technology end users indicated that the single most important issue when integrating business intelligence solutions with enterprise solutions is “improved ability to make informed decisions.” To increase market share, improve operational and financial success, and justify investments in business intelligence solutions, companies need to translate information into strategic actions.

Motive Service Analytics gives providers the power to effectively use business data to extend and enhance business intelligence and decision-making capabilities throughout the service value chain. One of Motive’s expert service offerings, Service Analytics exploits the wealth of operational and marketing data available through advanced reporting and data warehousing/data mart solutions for strategic reporting, analysis, and planning.

Service Analytics leverages the Motive platform and its repository of strategic information to quickly access and analyze service information that helps customers develop insight and understanding. This service provides a broad range of business intelligence services that includes a framework to plan and execute a business intelligence strategy and the ability to enhance visibility of service information captured within the Motive platform and across the enterprise.

Proven solutions for data capture

Extensive experience and best practices in capturing data through Motive’s service infrastructure

software make Service Analytics an ideal solution for companies seeking to maximize business intelligence investments. This expert service is designed to address service industry processes, problems, and needs that occur throughout the service value chain.

Value-driven reporting

Motive Service Analytics delivers value-driven reporting solutions that are highly flexible yet targeted for the unique demands of the corporate environment. Solutions include targeted reporting for executive management, marketing, operations, finance, and support.

Flexible data management

The Motive platform features extract, transform, and load facilities (ETL) that offer a maximum degree of flexibility for data management. Service Analytics leverages this flexibility by utilizing the ETL facilities’ inherent migration and conversion capability to enforce business rules and data transformations for specific business needs. The result is a flexible solution for gathering and transmitting intelligence throughout the organization.



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Enhanced visibility of service information

Service Analytics enhances a customer's ability to turn business intelligence into market strategy by improving the visibility of service information across the enterprise. By linking multiple service data sources into consolidated information views, Service Analytics gives companies a window into business intelligence that can dramatically improve forecasting and decision-making.

Advanced analytical capabilities

When combined with Motive's Service Flow Integration expert service, Service Analytics enables seamless integration between the Motive platform and a company's existing business intelligence applications and repositories. This extends the Motive reporting platform so that it can provide advanced analytical capabilities and helps companies make the most of existing business intelligence investments.

An infrastructure built for service

Motive Service Analytics, 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 service providers the most advanced service management capabilities in the industry.

Motive Deployment Services

Motive Deployment Services is the leading expert in deploying service infrastructure solutions that drive customer service success. Driven by a clear business case, defined success criteria, and return-on-investment, Motive consultants bring unequalled expertise and proven, repeatable methods to plan, design, and deploy best-in-class solutions across service processes within and beyond the enterprise.

Motive's expert service offerings are designed to accelerate value and reduce risk associated with various stages of mission-critical deployments. Service Analytics achieves this by harnessing business intelligence data gathered from the Motive platform and other sources and transforming it into high-value, strategic information that companies can use. To learn how Service Analytics can transform your company, visit www.motive.com.

ABOUT MOTIVE

Motive is the leading provider of service management software for Global 2000 businesses. The Motive Service Management Suite is the only software solution that enables companies to manage process and technology ecosystems in a business-relevant way. Motive's patented technology and approach have been proven in more than 30 million implementations worldwide by market leaders such as Bell Canada, BellSouth, British Telecommunications, Cox Communications, Deutsche Telekom, Fujitsu, Hewlett-Packard, Hyperion, Mercury Interactive, Microsoft Business Solutions, NTL, SBC Communications, Time Warner Cable, VERITAS Software, and Verizon. For more information, visit www.motive.com.



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