

Service Flow Integration

Seamless customer service delivery yields tremendous benefits in customer attainment, customer satisfaction, and operational efficiency. However, the natural growth of business needs and the subsequent development of systems to support these needs has resulted in enterprise data landscapes that are highly fragmented and plagued by redundancy. Visually, this fragmentation results in a classic “spaghetti diagram” of an enterprise environment, which is often so complex that it is impossible to understand by anyone in the organization (Gartner, 2002). Additionally, fragmentation creates inefficiencies that result in the erosion of customer satisfaction, profitability, and competitive advantage.

Motive Service Flow Integration is an expert service that facilitates integration of the Motive platform to other enterprise systems and devices in order to create a seamless flow of service information. While the Motive Service Management Suite of products automates the delivery of information from digital assets and ties

that information directly to key flows within the service experience, Service Flow Integration provides a standard and flexible way to extend the reach of customer service data from the Motive system to existing systems and devices, including CRM, knowledge bases, OSS, and content application systems.

Service Flow Integration is based on a deep understanding of two critical aspects of the enterprise environment: (1) multiple interaction channels exist to support the entire service delivery process, and (2) the value of information is measured by its ability to represent complete business needs and processes that go beyond any single system or application. By leveraging this understanding, Motive enables technology providers to dramatically streamline the customer service experience, increase efficiency, and lower costs.

Along with Motive’s proven deployment methodology, providers will experience the full benefits of Service Flow Integration through

high-level deployment activities including Service Process Analysis and Mapping, Business Logic Mapping, and Integration Framework Deployment.

Streamlines service and support processes

Motive Service Flow Integration delivers end-to-end integration based on key business processes and data flows. Examples of data flows that benefit dramatically from Service Flow Integration include Order to Activation for broadband activations, Problem Identification to Resolution for incident resolution, and Offer to Fulfillment for value-added services. This top-down approach to integration focuses on business needs and is a best-practice approach to streamlining service and support processes.

Flexible, maintainable framework lowers costs over time

Motive’s integration delivery approach abstracts the core Motive system from the actual integration implementation in order to provide a highly-flexible infrastructure that is maintainable regardless of

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changes in the service delivery environment. Additionally, Motive's Service Flow Integration is based on Motive's best practices in delivering component-based, integration solutions using open industry standards. These factors make it easier to maintain the integration solution over time and result in significant cost savings throughout the life of the system.

Enhances business processes and lowers total cost of ownership

Service Flow Integration automates customer service events and enforces business rules and data transformations, which minimizes redundancies and inconsistencies that can result from point-to-point or manual integration processes. By controlling the structure and consistency of service data, Service Flow Integration transforms fragmented business processes into a holistic, seamless system that improves efficiencies and slashes service delivery costs.

An infrastructure built for service

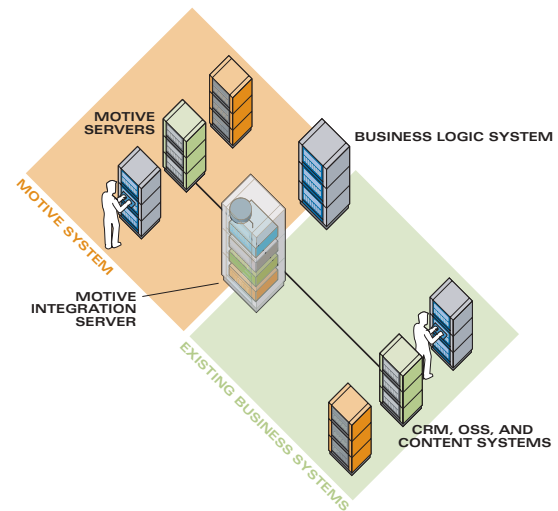
Motive Service Flow Integration, part of the Motive Service Management Suite, is built on a comprehensive, distributed

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. In addition, Motive Consulting Services supports a library of pre-built adapter components designed to integrate with a number of third-party software packages.

Service Flow Integration Expert Service





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By leveraging these components, providers can considerably reduce the time it takes to develop and deploy an integrated solution.

Motive's expert service offerings improve efficiency, decrease service costs, and extend the reach of the Motive platform in enterprise environments. Service Flow Integration achieves this by linking

the Motive platform to other service and support systems, creating a seamless flow of information between systems that streamlines the service delivery process, and maximizes the value of customer service data. To learn how Service Flow Integration can help positively impact your organization, 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 communications industry leaders such as Bell Canada, BellSouth, British Telecommunications, cablecom, Charter Communications, Cox Communications, Deutsche Telekom, NTL, SBC Communications, Telenet, Telewest, TELUS, Time Warner Cable and Verizon.



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