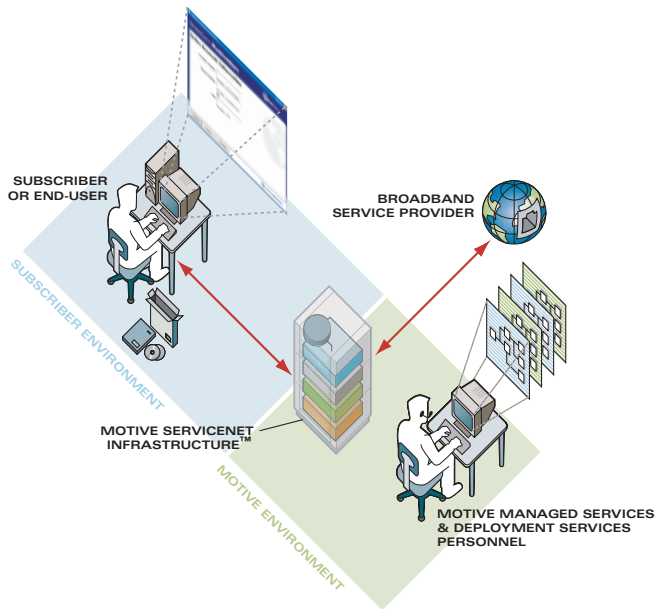


Turnkey Activation



Turnkey Activation Expert Service

Broadband service providers are under increasing pressure to streamline their operations and cut costs while increasing the value and profitability of their services. To this end, many are seeking to leverage subscriber activation technology in order to decrease operational complexity and reduce subscriber acquisition costs. This is a key step toward balancing growth and value creation with cost reduction, however, many providers are discovering that this is only a first step.

To ensure long-term success, they are also looking for ways to fundamentally change their business

models to include flexible, specialized delivery approaches that facilitate the deployment and management of technology solutions. This enables them to focus on their core business while efficiently managing their extended service network and its technologies, resulting in operational efficiencies that can make them more profitable and highly competitive.

Motive Turnkey Activation is an expert service that provides services encompassing product configuration and quality assurance for initial and ongoing broadband activation deployments. This service supports broadband providers who not only want to deliver industry-leading activation software to their customers, but also want Motive experts to configure, test, and deploy the software in a professionally-managed, outsourced environment, freeing up their resources.

Motive's expertise in service delivery helps broadband providers maximize the value of their Motive-enabled service offerings. Additionally, Motive's communication products have been deployed to 25 worldwide communication service

providers, representing 70% of the North American subscriber base and 50% of the European subscriber base. This extensive experience in deploying broadband activation software on a global level means that Motive recognizes and addresses the key elements for developing, testing, deploying, and successfully managing broadband activation solutions in a wide variety of environments.

Enables faster time-to-market

Motive's Turnkey Activation services help eliminate the provider environment setup requirements that are normally associated with activation software delivery and deployment. By leveraging Motive's hosted configuration, testing, quality assurance, and deployment resources, this expert service gives providers a more efficient and manageable delivery solution.

Decreases software delivery costs

With Turnkey Activation, broadband providers get remote delivery of best-in-class activation solutions that help streamline operations—from development to Q&A, all the way to production deployment. By providing its highly-focused



Turnkey Activation

consulting expertise on an as-needed basis, this Motive solution helps providers significantly reduce service delivery expenses.

Reduces risk and improves operational efficiency

Turnkey Activation gives broadband providers a deployment and delivery infrastructure that is professionally-managed, secure, scalable, always available, and highly reliable. It features transparent production system support and maintenance, enhanced data management, and comprehensive reporting for strategic post-deployment analysis. As a result, Turnkey Activation can lower the risk providers face in the delivery and deployment process and increase the efficiency of broadband operations.

An infrastructure built for service

Motive Turnkey Activation, 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. Compelled 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 industry-leading solutions across service processes within and beyond the enterprise.

Motive's expert service offerings are designed to increase value and reduce risks associated with various stages of mission-critical deployments. Turnkey Activation does this by delivering comprehensive services for the deployment, delivery, and management of activation software, thus enabling broadband providers to grow their business by focusing more resources on their core business. To learn how Turnkey Activation can transform your company's business processes, 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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