

Motive announces industry first to simplify management of WiMAX services

Dual-protocol management solution sets new standard for unified management across fixed, nomadic, mobile and embedded WiMAX devices

AUSTIN, Texas, December 2, 2008 — Motive, the leading provider of digital life management software for broadband and mobile data services, now part of Alcatel-Lucent, today announced the industry's first solution that manages fixed, nomadic, mobile and embedded WiMAX devices. The management solution will enable service providers to rapidly get new WiMAX customers up and running while reducing the related cost and complexity.

Through cooperation with ZyXEL, Motive has demonstrated the interoperability of its innovative WiMAX Service Management Solution on a ZyXEL MIMO MAX-206M2 residential gateway. Complying with the TR-069* and OMA-DM** standards-based protocols, Motive's dual-protocol management solution - an industry's first - will help operators automate and manage key digital life processes such as service provisioning, problem diagnosis and resolution, and on-going maintenance across a myriad WiMAX devices.

"Standards-based technologies are a growing requirement for operators who want to reduce the complexity of WiMAX service deployments without jeopardizing the quality of service delivery," said Bob Perez, Mobile Broadband Analyst with IMS Research. "Motive's dual-protocol management solution gives service providers the flexibility to provision and manage all types of WiMAX devices and services."

"The WiMAX Forum projects that there will be more than 133 million WiMAX users globally by 2012¹. For service providers, securing a stake in this lucrative industry requires getting to market quickly while maintaining the quality and reliability of their WiMAX services," said David Stevenson, Vice President, Motive. "Motive's WiMAX Service Management Solution is an important first step in helping service providers deliver a simple and seamless digital life customer experience - regardless of the WiMAX offering. Via the MotiveSmart™ Verification Program, we are actively working with other leading WiMAX device manufacturers and look forward to expanding our interoperability support to new partners in the future."

¹ http://www.wimaxforum.org/news/pr/view?item_key=9212a980801358eef27c4dec8bbab579bfc6529a

* TR-069 is a [DSL Forum](#) technical specification entitled [CPE WAN Management Protocol](#) (CWMP). It defines an [application layer](#) protocol for remote management of end-user devices.

** OMA-DM is a [device management](#) (DM) protocol specified by the [Open Mobile Alliance](#) (OMA), a [standards body](#) which develops [open standards](#) for the [mobile phone](#) industry.

