

BT Selects Motive to Optimize Management of Mobile and Converged Services

Unified Service Management Platform Ensures Consistent User Experience Across Services, Devices, Networks

AUSTIN, Texas--(BUSINESS WIRE)--Jan. 30, 2008--Expanding its relationship with one of the world's largest communication providers, Motive, Inc. (OTC: MOTV.PK) today announced it has been selected to provide mobile service management for consumers and business users of BT's mobile and converged services. The solution, which supports the entire mobile service lifecycle from ordering and provisioning to management and ongoing support, will help BT address the increasing complexity of delivering and managing rich media services to next-generation mobile handsets across mobile and converged networks, both in the UK and internationally.

As wireless and wireline technologies converge, the ability to deliver a seamless, consistent customer experience across devices and services has become a key competitive issue for providers. This challenge is heightened by the growing complexity of advanced services and handsets, resulting in increased customer frustration, higher management and support costs, and slower market adoption. To protect and grow market share, operators must find ways to simplify and streamline the provisioning of complex mobile services to drive customer adoption and revenues, and stem runaway support costs.

Following an extensive competitive evaluation and a series of coordinated lab and field trials, BT selected Motive's Mobile Service Management solution for its ability to:

- Address the entire fixed-mobile service delivery chain, from handset to network, back-office and partner networks
- Support and augment management of OMA (Open Mobile Alliance) compliant mobile phones
- Provide automated, self-service and assisted support capabilities
- Scale mobile and rich media services to millions of devices across geographies, networks and device types
- Leverage and extend BT's existing broadband service management investments

"As new technologies emerge, the ability to deliver services over the mobile network presents key opportunities for customer acquisition and revenue growth. Making the management and support of these new and increasingly complex services easy for consumers is fundamental to our growth," said Clare Brockett, head of Device Management for BT. "Motive understands the challenges and complexities inherent in next-generation mobile service deployments, and is uniquely qualified to help us fulfill our rollout of mobile products and services globally."

Motive's Mobile Service Management solution gives customer service staff and consumers more control over mobile devices and services by streamlining service provisioning and quickly solving common configuration, connectivity and application-related issues when problems arise. Using intelligent automation, Motive helps providers:

- Increase revenues through the targeted delivery of high-value content
- Accelerate the rollout and management of converged services with a unified management platform

- Deflect routine support calls because self-service is built into the user experience
- Decrease call complexity and average handle time through real-time diagnostics and root-cause analysis
- Reduce the number of "no defect found" handset returns with accurate diagnostic intelligence

"With revenue from basic voice services on the decline, service providers are looking for new ways to differentiate services and cultivate increased satisfaction and loyalty among customers," said Matthew Hemming, Motive's managing director, EMEA North/Nordic. "Our Mobile Service Management solution is purpose-built for the converged future, giving providers the competitive edge they need to accelerate service value, reduce deployment risk and ensure a consistent quality user experience."

About Motive, Inc.

Motive provides service 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, 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 customers and service providers that increases revenues from new and converged services, reduces fulfillment and support costs, and drives greater customer satisfaction and loyalty.

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About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services, local, national and international telecommunications services, and higher-value broadband and internet products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit www.bt.com/aboutbt

Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties relating to the benefits and expected usage of our products by the named customer. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties, including, among other things: our ability and our customers ability to achieve broad adoption and acceptance of our products, the ability of our software to produce results for the customer's subscribers, and the compatibility of our software with hardware and software platforms that are used by our customers and their subscribers now or in the future. Additional information concerning these and other risk factors associated with our business can be found in our filings with the Securities and Exchange Commission, which are available at www.sec.gov. Statements included in this press release are based upon information known to us as of the date of this release, and we assume no obligation to update any information contained in this press release.

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