

Motive Outsourcing

Broadband Service Providers (BSPs) are facing escalating economic pressure and resource constraints as demand for service becomes more widespread and competition increases. The key to maintaining profitability in this climate is to maximize available resources, reduce overall risk and meet aggressive time-to-market requirements. To achieve these goals, businesses must maintain highly effective internal support systems and personnel—the very resources that become strained by rapidly changing technology and product offerings.

Outsourcing has become a critical component of many BSP's portfolios and a viable business model that enables companies to manage changing needs while alleviating pressure on internal support systems. Since its inception, Motive has provided outsourcing as a core offering and strategic service that helps customers deploy and manage Motive software and maximize the value achieved through Motive-enabled systems. Motive's Outsourcing helps BSPs address both external and internal challenges, providing maximum flexibility for managing Motive solutions with two core service offerings: Motive Hosted Service and Motive Remote Service.

Motive Hosted Service is an all-inclusive service that manages the Motive solution from the ground up (i.e., server, database, network infrastructure and software). From Sun servers to Cisco network products to Oracle databases, Motive employs Tier 1 technology infrastructure products to maintain a secure, highly available and scalable hosting environment. Motive's hosting facility provides redundant OC3 Internet connections from separate Tier 1 providers to ensure reliable, high-bandwidth connections, along with redundant cooling units, backup power, fire protection systems and a secondary location for disaster recovery. Automated systems are employed to proactively monitor, measure and evaluate the performance of services, the network and databases in real time, and metrics data is available to customers online.

Motive Remote Service manages the Motive solution in the customer's environment and leaves responsibility for the underlying infrastructure (i.e., services, databases, network) to the customer. With this service, Motive remotely manages the customer's Motive software and platform through a secure, electronic connection to the customer environment, allowing the customer to house their data internally while eliminating the need for in-house Motive administration expertise. As part of this service, the Motive Managed Services team provides operations reporting related to resource utilization, service availability and capacity planning metrics for operational and technology planning. Additionally, automated systems are employed to proactively monitor, measure and evaluate the performance of Motive applications in real-time at customer sites.

Reducing Risk

By eliminating the impact of internal resource fluctuations, Motive's dedicated and scalable Managed Services Team enables BSPs to stay effective and profitable in the face of changing economic and technology requirements. Both Motive Remote Service and Motive Hosted Service leverage a highly available, scalable hosting environment as well as deep knowledge and experience in managing Motive solutions, which leads to a dramatic reduction in overall risk for the customer. And because Motive Hosted Service enables the entire infrastructure to be managed by Motive experts, it provides the maximum level of risk-reduction.

Increasing Operational Efficiency

As business needs change, efficiency is often sacrificed as support resources and staff scramble to keep up with increased demand and new technologies. By enabling Motive experts to proactively manage and administer the Motive solution, Motive Outsourcing enables customers to focus on core business activities and spend less time on software management and support, thereby increasing operational efficiency and relieving pressure on existing resources.

Speeding Time-to-Market

Motive Outsourcing Services give customers the competitive advantage by leveraging readily available hardware and software infrastructure and Motive's software and infrastructure experts in order to eliminate costly ramp-up time. Motive Hosted Service reduces the time it takes to procure and configure a Motive solution through its highly scalable and flexible infrastructure. Motive Remote Service speeds time-to-market by providing experts to assist customers in installing, managing and proactively maintaining their Motive investment in the customer environment.

Improving Service

Addressing the increase in time-to-resolution that often accompanies new technology introductions is vital to profitability. Motive Outsourcing Services enable direct access to the software environment so problem resolution is faster and more effective. Motive's managed services model is essentially a "one-stop-shop" for software deployment and management, enabling BSPs to guarantee consistent service as their company and product offerings change.

The Motive xi Advantage

As one of Motive's expert service offerings, Outsourcing enhances and extends the value of products in the Motive xi SmartService Suite. Motive xi is the only technology platform that leverages the X-Internet to automate complex service processes and enable extended service relationships. Unlike the first-generation, Web-based Internet, the X-Internet connects smart devices and applications to the real world and enables companies to reach out and interact with customers on their own terms.

Motive's Outsourcing Services give Motive customers the flexibility to stay profitable in a rapidly changing broadband environment, enabling them to better utilize existing resources, reduce overall risk and achieve aggressive time-to-market goals. Whether customers choose all-inclusive Motive Hosted Service or prefer to maintain maximum control over their infrastructure with assistance from Motive Remote Service, providers can harness optimal performance and achieve the lowest total cost of ownership from their Motive solution through Motive's Outsourcing expertise. To learn how Motive Outsourcing can benefit your company, visit www.motive.com.