



When you're ready to offer value-added content to your broadband subscribers, make one decision that manages all your risk.

DECIDE ON THE VALUE-ADDED SERVICES TRIAL PACK—ONLY FROM MOTIVE.



Do it with the SmartActivation Value-Added Services (VAS) Trial Pack

—exclusive content and application offers from leading content providers that you can deploy on a trial basis.

The logical next step towards a profitable broadband service is offering value-added content and applications that increase revenue-per-subscriber. But will it be successful for your operation?

Assessing profitability takes more than speculation. You need *real* numbers from *real* subscribers. And now you can get them—fast, easy, and risk-free—with the VAS Trial Pack from Motive.

The VAS Trial Pack is a set of prepackaged, fee-based offers for

unique content and applications that support and take advantage of the high-speed connection. The Trial Pack includes services like firewalls, virus protection, music services, and multiplayer gaming, from industry-leading content providers. Motive makes it easy for you to rapidly offer, support, and control these applications and services because it is built on top of SmartActivation, the industry's leading broadband activation software.

SmartActivation enables communication service providers to initiate access and enhanced services on any IP access network, resulting in lower subscriber acquisition costs, increased average revenue per user, and reduced churn. With SmartActivation, communication service providers can automate the processes required to offer and activate value-added services and coordinates the exchange of data with the third-party systems that grant subscribers access to these services. You can offer VAS Trial Pack services to your customers at the time of activation—when they are most receptive towards acquiring new services.

Provides a True Measure of Profitability

For a limited, measured trial period, you can offer the VAS Trial Pack to subscribers and determine:

- Which services will they pay for?
- How much will they pay?
- What works and doesn't work in the marketing of applications and services?
- What is necessary to support value-added services?

Quick Time to Value

Motive accelerates time-to-value by bringing original content and applications to your broadband subscriber base. With the Trial Pack, you can sample a range of value-added service offerings in order to determine profitability without having to deal with the third-party contract negotiations ordinarily associated with such an arrangement.

Are You Ready to Take the Next Step?

Learn more about how you can assess the revenue-enhancing potential of value-added services, risk-free. Contact Erik Smith at ersmith@motive.com for more details.