

50 million devices now managed by Motive Home Device Manager

500% increase in less than twenty four months reinforces Motive's market leadership

Austin, Texas, December 14, 2010 – Motive, a leading provider of customer experience management software for broadband and mobile data services, and an [Alcatel-Lucent](#) company (Euronext Paris and NYSE: ALU), today announced it is ending the year with more than 50 million devices under management with its [Home Device Manager](#) (HDM) product. This is up from 10 million devices under management just 24 months ago. In the same period, Motive has added 25 customers; HDM is now deployed by more than 85 service providers worldwide.

Motive HDM combines robust provisioning, maintenance and support capabilities into a single product. This allows service providers to configure, upgrade and manage a wide range of customer premises equipment (CPE) - including residential gateways, IPTV set-top boxes, VoIP adapters, femtocell access points and other home networking devices - using a single, device-agnostic interface. This simplifies management and allows service providers to make considerable savings on maintenance and support without affecting the end user's quality of experience - in fact, by avoiding service interruptions and service calls, the user experience can be improved. One nationwide service provider in EMEA reported savings of approximately \$10 million by using Motive HDM, through reduced customer support calls and technician costs.

Motive's leadership role in industry-shaping organizations such as the [Broadband Forum](#) and [the Home Gateway Initiative](#) has also helped Motive to establish strong partnerships more than ninety leading CPE and chipset manufacturers. Additionally, Motive's interoperability verification program ([MotiveSmart™](#)) draws on these partnerships to give service providers confidence that new device features they deploy will work properly, while giving them more options when working with industry vendors. This increase in devices under active management validates Motive's strategy to remain CPE vendor-independent.

Motive's unique approach to managing devices in the home reduces the complexities and risks associated with the deployment and management of next-generation broadband devices and services. This helps service providers to move towards a future of smarter, IP-based and converged networks - Alcatel-Lucent's model for the High Leverage Network. By simplifying device management, Motive HDM accelerates the delivery of services such as high speed Internet access, IPTV and VoIP calling, and increases end users' confidence in moving to new services by minimizing downtime and technical issues around new hardware and services.

Service providers will be able to successfully deliver their services to home devices, enabling them to differentiate themselves by introducing new capabilities that will improve the quality of experience for end users, assisting them in their evolution toward a fully converged, high leverage network

“Passing the 50 million device mark is an industry first and demonstrates the strength of Motive HDM and the quality of our customer relationships,” says David Stevenson, Vice President and General Manager of the Motive Product Division. “With our help, service providers can successfully deliver their services to home devices, enabling them to differentiate by introducing new capabilities that will improve the quality of experience for end users.”

About Motive

Motive, an Alcatel-Lucent company, provides digital life 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 products, 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 end-users and service providers that increases revenues from new and converged services, reduces fulfillment and support costs, and drives greater customer satisfaction and loyalty. For more information, visit Motive on the Internet: <http://www.motive.com>

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted transformation partner of service providers, enterprises, strategic industries such as defense, energy, healthcare, transportation, and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP and optics technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 15.2 billion in 2009 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>, read the latest posts on the Alcatel-Lucent blog <http://www.alcatel-lucent.com/blog> and follow us on Twitter: http://twitter.com/Alcatel_Lucent.

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