MOTIVE

MOTIVESMART™ PROGRAM

- **A set of services for device operation verification and knowledge generation related to the Motive product portfolio**
- **Device knowledge consumed by Motive Device Managers, customer support tools and troubleshooting workflows**
- **Enables service providers and device manufacturers to test and validate their device offerings for interoperability with Motive Device Managers prior to deployment**
- **Reduces management and support costs for devices**
- **Includes 100+ of the world's top device and technology manufacturers**

The MotiveSmart Program enables both service providers and device manufacturers to certify and validate their devices for interoperability with the industry-leading Motive service management products prior to deployment. Standards-based testing, analysis, and evaluation of devices minimizes the risk of potential issues encountered in a production device management (DM) environment, which may have a negative impact on customer satisfaction and customer care costs. Extending beyond interoperability testing, the MotiveSmart Program is a robust device knowledge collection, combined with testing of device endpoint operations on Motive products. The result is a seamless customer experience.

DEPLOYMENT READINESS

For a device management server and device to interoperate, it is not simply a case of implementing a common 'specification'. Through design and development decisions unique to the device, the implementation of the standard varies widely between original equipment manufacturers (OEMs) and also devices from the same OEM. While the network operator may retain some control of the DM implementation for the devices they specify and the ranges, many other devices will arrive on open networks that may have never been seen previously or influenced by the network operator.

THE INTEROPERABILITY PROGRAM

The program provides a profiling and certification service for devices to be supported by the Motive Device Management server in a way which abstracts the underlying complexity from the users of the platform, and which supports the widest range of devices in the market.
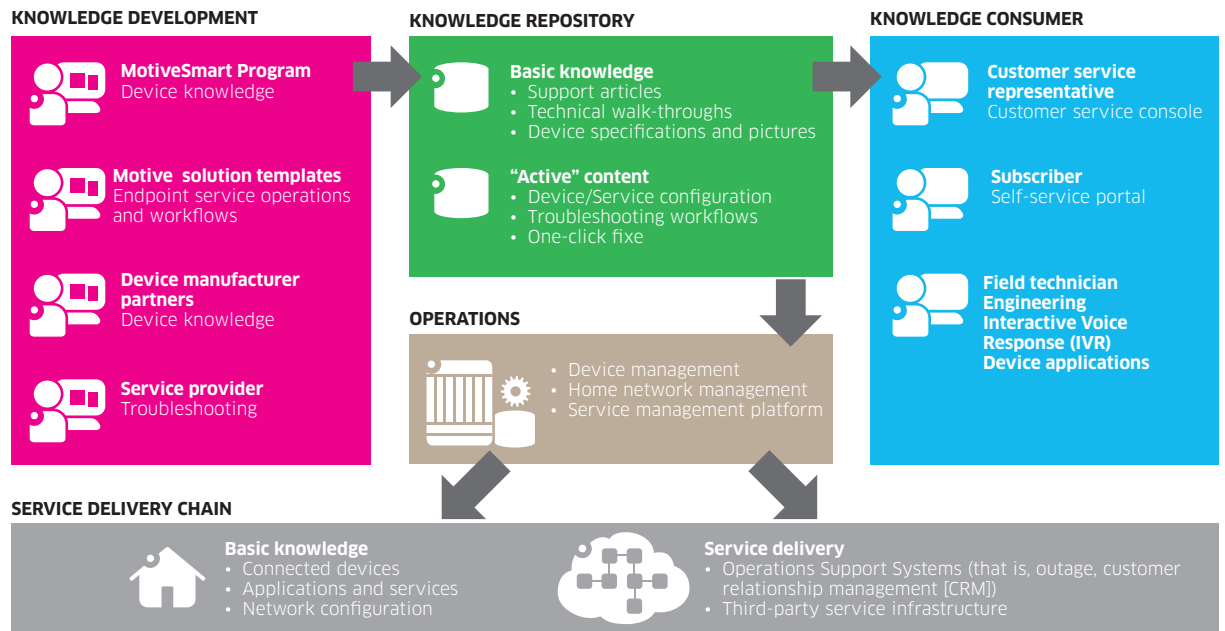
Alcatel·Lucent

DEVICE INTEROPERABILITY

The Motive Device Management solutions enable DM functions to be carried out across the widest range of devices so the underlying device complexity and diversity of management techniques is invisible to the users of the platform. To ensure the ongoing support for new devices, the Motive Home Device Manager (HDM) and Motive Mobile Device Manager (MDM) are underpinned by the MotiveSmart Program. The verification service is delivered as an open device content subscription service. The subscription includes HDM-specific TR-069 data files with the fixed device service and Open Mobile Appliance Device Management (OMA-DM), OMA Client Provisioning (CP), primitives, and International Mobile Equipment Identity (IMEI) ranges with the mobile service. With the mobile subscription, the MotiveSmart Program ensures support for 75 percent of the identified population of DM-capable devices. The current MotiveSmart device library contains over 450 OMA-DM devices and over 4660 OMA-CP devices. A minimum of 50 devices are added each month, ensuring the library keeps up with new devices entering the market.

PROGRAM OUTPUT

Device support within the Motive Mobile Device Management server is defined through the use of primitive and custom functions. A primitive or custom function is a building block comprised of the logic to execute a small unit of device management work, such as an action to get the firmware version of a device.

Figure 1. MotiveSmart Program Overview

KNOWLEDGE DEVELOPMENT

MotiveSmart Program
Device knowledge

Motive solution templates
Endpoint service operations and workflows

Device manufacturer partners
Device knowledge

Service provider
Troubleshooting

KNOWLEDGE REPOSITORY

Basic knowledge
• Support articles
• Technical walk-throughs
• Device specifications and pictures

"Active" content
• Device/Service configuration
• Troubleshooting workflows
• One-click fixe

OPERATIONS
• Device management
• Home network management
• Service management platform

KNOWLEDGE CONSUMER

Customer service representative
Customer service console

Subscriber
Self-service portal

Field technician Engineering Interactive Voice Response (IVR) Device applications

SERVICE DELIVERY CHAIN

Basic knowledge
• Connected devices
• Applications and services
• Network configuration

Service delivery
• Operations Support Systems (that is, outage, customer relationship management [CRM])
• Third-party service infrastructure

Through the device profiling process primitives are authored to enable the action in the specific way it has been implemented on the device. The output from the interoperability process is the set of primitive or custom functions for a given device. These are delivered through the publication of the Motive Device Manager library and updated periodically, allowing service providers to choose how often to update the library within their production Motive Device Management environment.

A HOLISTIC APPROACH

What began in 2005 as a wireline device interoperability program expanded well beyond initial intentions of ensuring the majority of fixed devices in the marketplace work seamlessly with the Motive Home Device Manager. The Alcatel-Lucent approach to device management does not stop with interoperability between the DM server and device. On the contrary, the opportunity to provide valuable device-related information

directly to both customer care and the subscriber has been proven to accelerate the troubleshooting process and accuracy, resulting in a greatly improved customer experience. The process of device verification begins with protocol verification, then device and endpoint operations verification. This is the point where the program leapfrogged into the knowledge domain with the process of device knowledge collection of IMEI ranges, device specifications, device images and much more. This collection is then used to create work-flow and service operations that are consumed by Motive solution templates. These workflows are, in turn, populated into service provider or consumer applications for various activation, configuration or troubleshooting use cases.

A COMPREHENSIVE APPROACH TO CUSTOMER EXPERIENCE

Alcatel-Lucent addresses the diverse needs of ser-vice providers with a comprehensive approach to customer experience management. This approach is supported by Motive Customer Experience Solutions (CXS), a robust and flexible portfolio of software and services. This modular portfolio

is equally well suited for fulfilling the visions of senior executives and executing stakeholder challenges. The Motive CXS portfolio includes the following solutions and services suites:

- **Customer Experience Management solutions** help service providers simplify customer interactions and improve profitability. These solutions use real-time information to make customer interactions easier, more efficient and more effective. All of this fosters brand loyalty and extends customer relationships.

- **Customer Experience Consulting services** help service providers develop prioritized and actionable plans to improve the customer experience. The Alcatel-Lucent expert consultants identify touchpoints, evaluate service provider capabilities, and provide key measures to close the gap between customers' expectations and experiences.

For more information, please visit
www.alcatel-lucent.com/motive

Alcatel·Lucent