



No. 64-266/13-00

dated 25th April'14

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The Chief General Managers
All Telecom circles/Metro Districts

Sub: Rollout of Motive Application In BSNL Broadband Network – Reg.

1. Introduction:

- 1.1. Motive application was supplied as part of Multiplay project to allow BSNL to remotely manage CPE (customer premises equipment) such as DSL modems. Motive allows remote management of a multi-vendor CPE network by offering a standardized CPE integration layer that enables BSNL to manage CPE that are loaded with motive clients.
- 1.2. Motive includes the Proactive Management Engine that allows policy-based automation of device configuration and management. In addition, it provides standardized web services interface for existing OSS infrastructure and out-of-the box integration with Motive's Service Activation Manager, Self Service Manager, and Customer Service Manager.

2. Benefits of Motive Application:

- 2.1. As a key benefit to BSNL, Motive enables single as well as large-scale bulk device configuration, troubleshooting, firmware upgrades, event management, user management, alarm monitoring, and reporting.
- 2.2. Motive improves time-to-market by defining the service once and leveraging that model in activation, self-service, call centers, and operations. The consumer experience is improved by using network-based service provisioning, activation and problem resolution.
- 2.3. Motive Enable CSRs to leverage home device information to identify and solve problems quickly by integrating with Motive's Customer Service Manager and Empower customers to manage, update, and fix their services over the phone, PC by integrating with Motive's Self Service Manager, thus avoiding help desk calls
- 2.4. Auto configuration of CPE- Presently the configuring of CPE is a cumbersome process to be done at customer premises manually. After rollout of Motive, when customer runs the CD supplied with CPE, the CPE will get auto configured.
- 2.5. **Offline telemetry:** Customer once loaded with SSM module in their Laptop/PC can run this to find out why there is an issue with their internet experience. Most of the time SSM will be able to find out the reason for the issue whether it is a hardware / cable connectivity issue. If not, an error code will be generated by the SSM which has to be communicated to the Help desk by the customer. The Help

desk staff properly equipped with connectivity to Motive servers will be able to find out the real issue and help the customer.

- 2.6. **Online telemetry:** In case the internet connectivity is ok, online telemetry will help in fixing issues related to email access and loading patches for CPE's and knowing health of the CPE's from the Help desk end etc. Hence all circles have to establish Helpdesks (preferably atleast one per circle) exclusively to take care of the customer's broadband issues. From BBNW circle required user id, password for accessing motive server can be given circle wise.

3. Rollout Plan for implementation of motive:

- 3.1. Motive Testing has already been successfully completed, thus it has been decided for rolling out Motive across all the nodes in the country.
- 3.2. BBNW being the nodal authority may be contacted for any issues in rollout.

4. Instructions to the Circles:

- 4.1. CD should be dispatched to customer along with CPE for all connections for loading Motive software.
- 4.2. Customers shall be asked to run Motive software either from CD or using SSM which can be downloaded from www.motive.bsnl.co.in
- 4.3. All Broadband connections which are provided using Multiplay project have to be in router mode (PPPOE mode). Connection given in bridge mode could not be access by Motive for CPE for management.
- 4.4. The information regarding the motive application is available in the web site www.motive.bsnl.co.in and instructions may be given to the officers concerned to refer the site for updating the Firmware of the CPEs and enabling motive application on the CPEs.
- 4.5. Customers should be made aware about the benefits of this by mailers, appropriate promotions
- 4.6. Setting up of Broadband help desk:
(a) A PC with an internet connection is required.
(b) Help desk staff is required, who is to be trained to operate the Motive client. This training can be facilitated by BBNW circle. It requires only one day training.

5. Motive Awareness programme:

5.1. To BSNL field units

- (a) Training to be imparted to field unit staffs who are dealing with customers in providing broadband connections.
- (b) The target staff may include external JTO's, linemen, Commercial officers, SDE external's, DE external's, call centre staff, call centre agents etc.
- (c) The training shall be arranged at each SSA HQ site by M/s UTStarcom for five days at each location.
- (d) Circles concerned to arrange PC's, CPE's of type1 and Type2, broadband connection etc at site for the demo purpose.
- (e) Those who get training at the selected places in a circle can impart training at each SSA's to others who could not attend the circle training.

5.2. To customers

(a) Customers can be made aware of the advantages of using Motive through brochures, post mailers, bulk mails, news paper advertisements, press releases, melas etc. Bangalore NOC can also provide a startup page giving direction to use motive. This page can be delivered BNG area wise.

(b) The linemen, external JTO's, SDE's can visit new customers and introduce customers on Motive advantages.

6. Circle coordinators to extend all support to NOC, Bangalore, to complete the activity by 31-05-2014. In case of any difficulty, please contact to Shri D. M. Ezhil Buddhan, GM (NOC) Bangalore Mobile no. 09448010361, Shri Aswathnarayana, DE (Multiplay) Mobile no. 9481885512 & Salprasad DE P3 Mobile no. 9482419603.


(Deepak Garg)
Addl GM (NWP-BB)

Copy to:

1. Dir (CFA) for information please.
2. CGM, Karnataka Telecom circle for necessary action please.
3. CGM, BBNW Circle, New Delhi for necessary action please.
4. GM (NOC), Bangalore for information please.