

# Are you Ready for Broadband 2.0?

## **Making the leap to Broadband 2.0**

presents challenges that would cause even the most innovative business to hesitate. Because if you don't succeed the first time, chances are there won't be a second opportunity. Yet as more customers demand more services, on more devices and in more places, staying behind in the Broadband 1.0 world is not an option. **That's why you need service automation software from Motive**—the same software that's helped more than half of the world's leading service providers conquer the Broadband 1.0 challenge. Using Motive's proven solutions, you can cost-effectively roll out, maintain and support the next-generation services your customers want. And deliver the easy, intuitive experience they demand. It's like a built-in parachute for your business. With Motive, you can make the leap with confidence. Some will call you a risk-taker. They'll be the ones following your lead.

