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## Hughes finds Motive for satellite data support

By Carol Wilson

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Motive today not only announced a new customer for its automated management software, but also its first satellite customer, thus becoming a software partner to all three categories of broadband service providers – DSL, cable modem and satellite.

Hughes Network Systems will use Motive's of High-Speed Data Fully Automated Service Technology (FAST) solution and device management software to make it easier to turn up new customers for its high-speed data service and to troubleshoot problems with existing customers.

Hughes has 850,000 customers worldwide for its DirecWay IP-based high-speed data access and about half of those are in the U.S., many scattered in more remote areas where cable and DSL access isn't available. Rolling trucks to send technicians to these customers is an even more expensive process for Hughes than for landline service providers, noted Sanjay Castelino, vice president of industry marketing. With Motive's software, Hughes can simplify the installation process and automate later trouble shooting.

"Rolling a truck is very expensive – they've had to incur those costs and that customer experience from an install and support perspective," he said. "Before, they had to get a truck out with a technician to install satellite dishes and then configure the customers' PC. Now, that tech can just plug the modem or gateway into the wall and have that automatically configured and leave a CD for the end-user and have end-user connect the modem."

In addition to consumers, Hughes serves many small to mid-sized enterprises, including gas stations and other retail outlets that don't have on-staff data service support.

"These customers have very little time and inclination to deal with technology, so we made it easier and simpler with that set of customers," Castelino said.

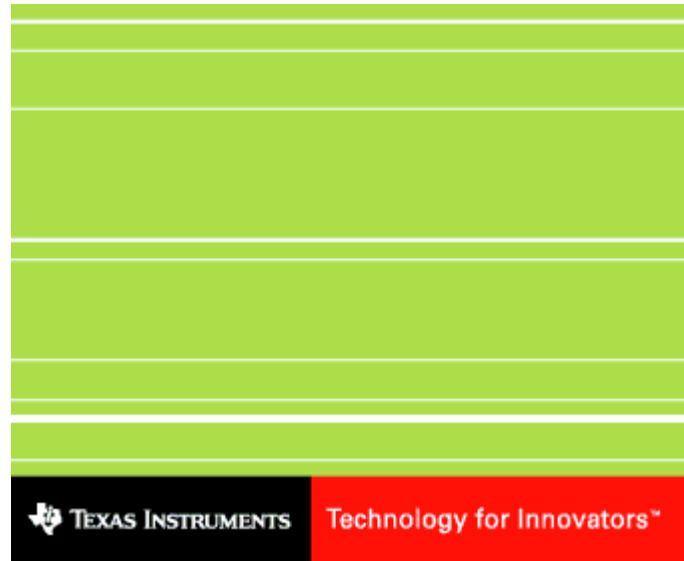
Motive's device management software enables Hughes' centrally located customer support staff to diagnose problems right down to the customer's PC and to avoid sending out a technician unless there is a problem that requires that level of help. For other problems, including software configurations or conflicts, support can be provided over the phone or via the diagnostic tools.

That automated process enables Hughes to use its satellite data collection system at unmanned locations such as oil rigs.

"With this system, they can see all the way down to the PC, and the device manager can look at their gateway or modem, upgrade firmware and change configuration, and have a far greater degree of visibility and control into the customers' premises," Castelino said.

Motive officials believe this initial foray into the satellite industry will give the Austin, Texas-based company credibility in that sector and open up a new market, including the many satellite service providers operating outside the U.S.

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