



Collaborate.
Customize.
Succeed.

2Wire Professional Services

Ensure seamless integration between the products you deploy and your operations and business processes. Let our decade of innovation and experience optimize your service delivery.

Visit us on the Web at 2Wire.com to learn more about our integrated broadband products, services, and solutions.

2Wire has only one objective: to provide the products and services that will enable our partners' long-term success in the market. Innovative, carrier-class broadband and media products are just the beginning. Services and support that reflect a deep understanding of your business needs and objectives complete the end-to-end solution.

Professional Services Approach

Our approach ensures seamless integration between 2Wire products and your network operations and business processes. Our Professional Services team works closely with you as a proactive business partner to ensure that every deployment is successful. Our collaborative approach, technical expertise, and deep market insight have helped our partners worldwide achieve their business objectives.

- **Close Collaboration from the Outset**
Our team works with you to ensure that every initiative is successful, from provisioning and installation, to operations, upgrades, and support. This collaboration begins in

the R&D phase and continues during QA and customer-focused testing, and through full scale deployment and support.

- **End-to-End Integration**

The 2Wire Professional Services team can build and implement additional customized products and services as your business needs change and evolve. These hardware and software solutions integrate seamlessly with underlying 2Wire platforms as well as existing OSS/BSS infrastructure, ensuring that the final deliverables fully contribute to your success.

- **Expert Insight Beyond the Box**

Behind every great technology initiative is a thoughtful market strategy. Our marketing consultation services can help you develop innovative propositions, attractive bundles, compelling messaging, and winning launch and retention tactics. In-house creative services and branding, sales training, program management, and public relations support combine to form a truly integrated marketing services portfolio—at your service.



2Wire Professional Services

We have the tools and know-how to get you to market quickly and optimize your offering after deployment. Let us show you how.

Our Professional Services portfolio includes these service-based solutions:

CPE Interop Testing

Comprehensive interoperability (“interop”) testing greatly reduces potential risks during firmware upgrades and new CPE additions, and helps with effective ongoing management of all devices in the field. During CPE Interop Testing, our experts perform the full suite of PD-128 tests, as well as a unique set of “real world” tests, developed exclusively by 2Wire, based on our extensive experience with large volume installations. Our team then analyzes the results and provides a launch recommendation based on your business objectives and the impact analysis data gathered.

Customer-Run Interop Testing

If your systems are still in developmental phases, or if you manage several CPE models within a single environment, leveraging our Customer-Run Interop Testing program can be a cost-effective solution for ensuring interoperability. Your internal staff conducts comprehensive interop testing until satisfactory results are achieved; 2Wire will then analyze the collected data and provide detailed risk analysis and launch recommendations.

Architecture and Scalability Review

Effectively forecast your 2Wire systems budget and growth plan prior to critical events such as an initial CMS launch, significant managed CPE population growth, or any other initiative leveraging CMS. 2Wire will define load factors impacted by the proposed initiative, conduct lab testing to determine key load points, and then design a scalable architecture, with recommendations for implementation, to meet new system requirements.

Authentication and Authorization Integration



Secure your CMS installation and reduce costs associated with user account maintenance and management. Authentication and authorization integration enables you to manage user accounts within CMS seamlessly, providing enhanced account security and streamlined sign-on schemes. Working collaboratively with you to audit and assess your system requirements and business needs, 2Wire will develop, as well as install and test onsite, a CMS integration tailored to your operating needs.

Customer Care System Integration

Leverage the diagnostic capabilities of CMS in your customer care centers to significantly reduce average call times, resolution rates, and unnecessary CPE returns. Customer care system integration services seamlessly integrate your customer care system with CMS. Thorough business needs analyses and API documentation, training, and onsite installation testing ensure a comprehensive integration that supports your business objectives.

Greenlight™ Provisioning



Increase subscriber satisfaction with the no-touch provisioning system pioneered by 2Wire. Our fully automated Greenlight system enables your subscribers to provision

TR-069-compliant CPE and value-added services quickly and easily. Greenlight provisioning implementation services include comprehensive assessments of your OSS/BSS systems, activation flows, and exception handling requirements, as well as API and UI development documentation and onsite installation testing.

2Wire Firmware Upgrade Launch Strategy

Minimize service disruptions and ensure smooth firmware upgrade rollouts. 2Wire provides collaborative test plan development, Method of Procedures (MoP) outlines and definitions, and a progressive rollout strategy, with pre- and post-launch support services, to help ensure continuity of service for your subscribers.

2Wire CPE Firmware Reconfiguration Launch

Reduce the risk of service disruption during firmware reconfiguration launches. Following collaborative development of a test plan and MoPs, we will perform reconfiguration package testing in a staging environment built to replicate various in-field conditions in order to identify and resolve potential issues before launch. 2Wire also provides expert onsite and remote support during initial and critical launch phases.

Third-party CPE Firmware Upgrade Strategy/CPE Firmware Reconfiguration Launch

Eliminate the complexity of a software deployment involving third-party CPE. We collaborate with your third-party CPE vendor(s) before, during, and after deployment to provide high-value firmware upgrade and reconfiguration services and solutions, including thorough analyses, comprehensive testing, and ongoing support.



2Wire Firmware UI Customization

Our CPE firmware offers a feature-rich, flexible user interface that can be customized for your brand and service offering. We can configure a UI that increases subscriber loyalty and affinity through seamless integration with your existing branded assets (such as your Website) and an intuitive, powerful user experience.

Marketing Services

Excite your subscriber base with our creative marketing expertise. Our consultative services help you effectively position, market, and sell your broadband solutions. Working closely with you, we outline a cohesive strategy designed to achieve your sales, revenue, and marketing objectives. We conduct relevant market research, gather competitive intelligence, and synthesize broadband industry best practices into a coordinated marketing plan, ready to implement. Our in-house creative department provides a broad range of services, including branded product labeling, custom packaging and documentation, photography, UI design, iconography, and interactive design services.

Broadband Sales Training



Transform your sales representatives into certified broadband experts, and reap the benefits of increased sales and greater customer satisfaction.

The 2Wire University broadband sales training program provides agents with the tools to dramatically improve sales performance while satisfying customer needs with responsive, targeted broadband solutions. Comprehensive and customized for the needs of your sales organization, this results-oriented program provides intensive training on a variety of topics including high-speed Internet services, broadband products, device features, home networks, and advanced selling skills. Both before and after training, 2Wire collaborates with you to identify, achieve, and exceed your sales, satisfaction, and retention objectives.

Products Plus Services... and Beyond

Simply put, the 2Wire difference is: Products plus services. As both product manufacturer and support organization, 2Wire is duly incentivized to ensure your end-to-end solution is successful at every stage, from concept through deployment. Our Professional Services approach aligns motivations among all parties involved in the engagement and creates enduring, win/win business partnerships.

To that end, we have developed and refined our tools for optimum support. For example, 2Wire has developed Customer Care training programs for our customers' care teams that have reduced churn and increased subscriber satisfaction. Additionally, because we also support the products we sell, 2Wire maintains a comprehensive "Top Call Driver" (TCD) system that provides significant benefits for our customers by identifying issues based on actual usage and driving product refinements to eliminate those issues in the future. This continuous feedback loop is just one tool our unique "product plus services" approach enables us to leverage.

We can customize any solution to meet the unique, specific needs of your business—simply contact us to put our unmatched combination of resources, expertise, and strategic management to work for you.

