Own the Home

2Wire platforms and services overview
It’s Time for Telcos to Own the Entire Home

Consumers have embraced HDTV, DVRs, video-on-demand, digital photography, gaming consoles, and mobile media access devices. But for most subscribers, devices are unsynchronized, file types are mismatched, and platforms are proprietary, resulting in scattered content and a fragmented digital experience.

Data, voice, video, and mobility services are maturing, and convergence is finally possible. As owners of the broadband connection and intelligent devices in the home, service providers are uniquely positioned to be the driving force for this convergence.

2Wire can pave the way for providers to own the entire digital home, by creating a fully integrated subscriber experience of digital convergence.

Our solutions expand the reach of the provider beyond the gateway, and onto every networked device and every instance of the subscriber experience, both inside and outside the home.

2Wire solutions are:

- **Engineered exclusively for the service provider** – Our platforms and services address our partners’ long term business objectives, with the emphasis on flexibility, time to market, and manageability.

- **Personalized to maximize the subscriber experience** – Our solutions are continuously enhanced to improve usability and serviceability through our unique feedback chain.

- **Customized to extend the Provider’s brand** – Our solutions reflect the unique brand attributes and service deployments of our telco partners, improving brand equity and customer loyalty, and reducing churn.

2Wire solutions place the provider front and center for all digital multimedia services, from live television, to seamless plug & play data and media networking, to home controls, remote video monitoring, and mobile media access for residential and SMB markets.
We provide end-to-end integration of broadband products, services, and solutions, fortified with a strategic perspective on technology and innovation, to help our partners achieve long-term market success. We offer:

**Fully Customized Products**
We design and build our products from the ground up, from the silicon used in our gateways, to the hardware and software. This approach allows us to optimize the combination of hardware and software, while ensuring design efficiency and seamless integration between products.

Our products are customized for our partners from the outset, at every level: hardware, software, and user interfaces. This approach results in products that are more intuitive and easy to use, improving subscriber brand loyalty.

Developing our own silicon, rather than relying on external suppliers, also allows us to stay one step ahead of the market. We rapidly incorporate new technology and improvements into our silicon as soon as standards stabilize, and our partners reap the benefits of steady subscriber retention, growth, and profitability.

**End-to-End Integration**
By focusing on every aspect of integration throughout the design and deployment phases of our solutions, we are able to deliver comprehensive, preconfigured systems for our partners. Innovative chip-level design, robust software functionality, simple user interfaces, and unique customer support tools provide partners with the end-to-end solutions required to reduce operating expenses and increase revenue opportunities.

**Professional Services Approach**
End-to-end solutions also require seamless integration between 2Wire products and services, and service provider operations and business processes. Our dedicated Integrated Solutions and Services (ISS) and Professional Services teams work closely with service providers to ensure that every deployment is successful, from design, provisioning, and installation, to operations, upgrades, and support. And throughout the process, our marketing consultation services help service providers develop innovative propositions, attractive bundles, compelling messaging, and winning launch and winback strategies. 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.

**Continuous Recognition for Innovation**
We are not just a leader in our field; we are a recognized industry innovator. The 2Wire HomePortal® residential gateway was the market’s first intelligent gateway, launched in January 2000, and the market’s first wireless gateway, launched in January 2001. In December 2002, 2Wire published the Open Gateway Management Protocol (OGMP) to the DSL Forum, which formed the basis for the industry’s first CPE WAN management protocol, TR-069, ratified in June 2004. In February 2004, we introduced the world’s first intelligent multi-media platform combining satellite and DSL services to deliver TV, DVR, and on-demand and user-generated content.

As of 2008, 2Wire has shipped over 14 million intelligent gateways, and continues to enjoy ongoing industry recognition, with over thirty awards for corporate achievement and visionary products.
Welcome Home

Convergence means convenience.

Welcome to the Digital Home
It’s a place where all entertainment, data, voice, and home control systems are fully integrated into one platform, controlled by a single gateway, and accessed through consistent user interfaces. Subscribers have universal access to all their multimedia content, enjoy the flexibility of convergent voice services, and access home controls and monitoring, over a broad range devices, while at home or away.

Well-Designed Products, Platforms, and Services Make this Convergence a Reality
Since its founding, 2Wire has been committed to creating products that unify all network-enabled home devices and equipment on a single platform. We believe products enabling this deep level of integration will give our partners the ability to own the home to an unprecedented degree.

The Digital Home Is Built on Convergence
And convergence means eliminating barriers. No more barriers between devices—televisions, computers, and mobile devices are all just different types of access points for the content and services subscribers care about. No more barriers between “personal” content, and content delivered through the Internet by the provider. No more barriers between “home” and “away.” Removing these barriers creates the opportunity for positive, unified user experiences that consistently reflect the provider’s brand.

It is time to expand the subscriber-provider relationship. Leveraging the cutting-edge CPE, services, support, and management systems from 2Wire, it is time for the provider to own the home.

Step inside the digital home…
Own the Home

Intelligent Gateways

2Wire intelligent gateways are the first tangible interface between the subscriber and the service provider. 2Wire intelligent gateways are designed to provide subscribers with a superior broadband and networking experience, while reducing provider OPEX and increasing customer affinity.

- **High-performance, future-proof CPE** – Our gateways are upgradable, to enable the revenue-generating services of both today and tomorrow. The embedded management technology allows providers to activate, provision, and manage differentiated services from a centralized location. And the 2Wire software-enabled, customized system-on-a-chip (SoC) delivers the flexibility necessary to manage future applications.

- **Unsurpassed usability and diagnostics** – Reduce customer support calls during installation and beyond. Greenlight™ CD-less installation helps subscribers access the Internet quickly and turn on new services, such as VoIP, instantly. The system’s diagnostic engine gathers critical system information for technicians and customer support agents, enabling rapid resolution of issues.

- **Integrated churn-reducing applications and services** – Enhance subscribers’ broadband and networking experience, and gain their loyalty. 2Wire gateways include value added services such as Parental Controls (Internet Access Controls and Content Screening), Firewall Monitor, Web Remote Access, VPN, and multi-line VoIP.

- **Flexible home networking options** – 2Wire intelligent gateways provide a variety of networking technologies in one box. Flexible networking options include Ethernet, home phone line (HomePNA), USB, MoCA, and high powered wireless. Gateway LAN technology configuration is customized to suit the specific business strategy of the service provider.

Multi-Service Media Platforms

The 2Wire MediaPortal™ multi-service media platform allows providers to combine broadcast satellite or off-air TV programming with broadband services, to deliver a comprehensive entertainment solution. The best of the airwaves and best of the Internet can now be delivered directly to subscribers’ TV sets and personal devices in the home via one integrated, provider branded, user experience.

- **State-of-the-art entertainment options** – Designed to accommodate the entertainment options subscribers expect, this flexible platform can accommodate a variety of set top box hardware, including satellite and digital TV receivers, in both SD and HD programming formats, and supporting high-capacity HD digital video recorders (DVR) and independent, dual room functionality.

- **Broadband media services** – Subscribers can download music and movies through their DSL connections, listen to Internet radio stations, access local theater show time listings, and share digital photos online, all in the comfort of the living room. Deploy new service offerings to “in-service” multi-media platforms as they become available.

- **Seamless content integration** – Blur the line separating personal content and provider content. The MediaPortal platform lets you transform a set top box into a digital media server, capable of locating, aggregating, and organizing your subscriber’s existing digital media libraries. And because the platform is integrated into the home network, stored media is accessible through any computer on the network, or via a Web based, provider branded portal.

- **Web based access to all multimedia content** – Give your subscribers access to the entire digital home experience while at home or away. Web based access capabilities allow users to access live TV, DVR content, music, photos, and stored video, from any Internet-connected PC or video-capable handheld device—all via the service provider branded user experience.

- **Value-added services available** – Expand your media and entertainment offering to include value-added services such as Parental Controls (Internet Access Controls and Content Screening), video on demand, and music and photo storage and sharing.
The 2Wire intelligent home server is a revolutionary combination of network attached storage, digital media server, and application platform.

- **Seamless content integration** – Blur the lines between customer content and provider content. The intelligent home server continuously scans, uploads, and aggregates subscribers’ personal shared digital media libraries. Stored media is then accessible through any PC or set top box on the network, or remotely, via a customizable Web based portal.

- **Remote access made easy** – Through the intuitive Web based portal, subscribers can focus on viewing, sharing, and purchasing content, rather than configuring and accessing the right devices. Remote access capabilities enable users to access DVR content, music, photos, and stored video, from any network-connected PC, video-capable handheld device, or mobile phone, whether at home or away.

- **A platform for service delivery** – The 2Wire intelligent home server is a flexible and robust platform for a wide variety of value added services. Provide home users with backup and storage services that protect the entire family’s media and data. Provide your home or small business subscribers with the tools they need to succeed, such as VPN services, online data backup, and various remote access services.

Future services may allow the intelligent home server to double as a control center, by providing monitoring and home control services, for local and remote access of security monitoring devices and home automation controls. Give your subscribers the ability to remotely access multiple home viewing cameras, store home monitoring pictures or video feeds, and manipulate home controls settings such as thermostats and lights via the Web based portal.

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Be more to your subscribers than just a broadband provider; provide them with the valuable services they need to live their digital lives securely, efficiently, and enjoyably. Value-Added Services (VAS) allow providers to customize 2Wire platforms with the right mix of service offerings for their unique subscriber base.

- **Tools to control the digital experience** – Whether the motivation is limiting youngsters’ access to mature content or preserving broadband resources for business-related use, more and more subscribers need to closely manage their digital experience. Parental Controls (Internet Access Controls and Content Screening) can limit access to specific websites, monitor browsing history and usage, and enforce time restrictions on applications.

- **Safeguards for the home base** – Minimize subscriber anxiety about malicious Internet activity and protect the integrity of your network by offering advanced firewall services like 2Wire Firewall Monitor. Firewall Monitor watches for suspicious activity, such as unauthorized connection requests, helping to eliminate security issues before they have a chance to proliferate. Firewall Monitor automatically keeps itself current with software updates, and subscribers decide when and how to receive notification of attacks and view detailed logs through the 2Wire intelligent gateway’s user interface.

- **Solutions to enable unsurpassed productivity** – With VPN and web remote access services, subscribers can enjoy a consistent digital experience while at home or away. PBX and telephony services also allow subscribers to extend their digital experience from the screen to the telephone. Subscribers will appreciate the simple setup and provisioning of new services, as well as the convenience of dealing with a single provider for all their productivity needs.
Collaborate.
Customize.
Succeed.

2Wire has only one objective with every telco partnership: provide the products and services that will drive our partner’s long-term success in the market.

2Wire excels in developing and delivering solutions, customized for our telco partners. We are uniquely qualified, with the resources, expertise, and strategic management, to achieve the business objectives of our telco partners worldwide.

Close collaboration from the outset – 2Wire’s Integrated Solutions and Services team (ISS) assesses the telco’s unique business needs and prioritizes initiatives to customize a technology solution from the core processor on up. This close collaboration continues from the R&D phase, through QA and customer-focused testing, and finally throughout deployment and ongoing service.

Hallmark end-to-end integration – The 2Wire ISS team can build and implement additional customized products and services as our partner’s business needs change and evolve. These hardware and software solutions integrate seamlessly with our underlying platforms, ensuring that the final deliverables fully contribute to our partner’s success.

Practice makes perfect – The 2Wire marketing team delivers the consultative services that help service providers position, market, and sell their broadband solutions. Working closely with the provider, we outline a cohesive strategy designed to achieve the telco’s sales, revenue, and marketing objectives. We conduct relevant market research, gather competitive intelligence, and synthesize broadband industry “best practices” into a thoughtfully-designed program for the telco to implement.

A broad services portfolio at your service – We have developed countless marketing programs, positioning materials, and sales tools for more than twenty telco partners around the globe for nearly a decade—all with the objective of educating, selling to, and exciting the broadband subscriber. Our in-house creative department provides a range of services, including service provider branded product labeling, custom packaging and documentation, as well as photography, user interface, iconography, and interactive design services. Our sales training team customizes courses to reflect the unique service offerings of each partner. Results consistently demonstrate dramatic improvements in both product and broadband service close rates.
Improve subscriber satisfaction while reducing OPEX with our expert customer care solutions. Only 2Wire customer care can combine the intelligence of the residential gateways and CMS, with the proprietary troubleshooting desktop tools and incomparable talent to deliver friendly support quickly and effectively.

- **Constantly evolving and improving** – 2Wire is the only gateway provider to incorporate firsthand call-driver feedback into product development and manufacturing. Integration between CMS and intelligent gateways provides a continuous engineering feedback loop, with ongoing improvements and enhancements, leading to a superior customer experience.

- **One call, one solution** – The 2Wire One Call Model provides the right type of care at the right time. Nearly 65% of new subscriber calls occur within the first 60 days of a new service. Utilizing the intelligence of 2Wire gateway and media platforms, our proprietary troubleshooting tools, and our advanced support team, 2Wire is able to deliver real-time access to state, event, and interval information for near immediate resolution. One Call means customers call one number and have their problem resolved one time—the first time. No costly second, third, and fourth phone calls. No need for warm transfers that decrease customer satisfaction ratings.

- **Integrated support and knowledge tools** – 2Wire customer care programs provide DSL providers with the most integrated support tools available. These tools allow you to monitor real-time conditions, execute informed workflows, and track device and customer conditions remotely. Our expert care processes include tried and tested features such as mass healing and communication, self healing, painless self service, and assisted chat, email, and agent-delivered services.

- **A different breed** – 2Wire customer care offerings can be provided for a fixed price per CPE, with pre-defined quality commitments. By leveraging the appropriate balance of skilled onshore technical assistance and scaled offshore support, our customers benefit from competitive offshore support pricing without sacrificing quality and efficiency. The result is a total cost of care that meets or beats traditional off shore care strategies.
For more information about 2Wire’s digital home products and services, please visit www.2Wire.com.

2Wire Locations

**Corporate Headquarters**
2Wire, Inc.
1704 Automation Parkway
San Jose, CA 95131 USA
Phone: 408.428.9500
www.2Wire.com

**Additional U.S. Locations**
Nevada City, CA
Austin, TX
Atlanta, GA

**Global Offices**
France
Germany
China
Hong Kong
Malaysia
Singapore
United Kingdom

**Customer Care Centers**
Tempe Customer Care Facility
1100 West Grove Parkway, Suite 102
Tempe, AZ 85283 USA
Phone: 480.718.4000

San Antonio Customer Care Facility
14829 Bulverde Road
San Antonio, TX 78247 USA
Phone: 210.507.8000