Own the Home

2Wire Platforms and Services Overview

It’s time for service providers to own the entire home

The digital revolution has arrived, and it will be televised.

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.

• Optimized for 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 partners, improving brand equity and customer loyalty while reducing churn.

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.

2Wire solutions place the provider front and center for all digital multimedia services, from live television, to seamless plug-and-play data and media networking, to home controls, remote video monitoring, and mobile media access for residential and SMB markets.
The 2Wire Partner Advantage

A partnership with 2Wire means more than just a reliable source of products.

We provide end-to-end broadband solutions—integrated products, platforms, services, and support—fortified with a strategic perspective on technology and innovation, to help our partners achieve long-term market success. We offer:

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, pre-configured systems for our partners. Flexible platforms, innovative industrial design, robust software functionality, intuitive user interfaces, and unique customer support tools provide partners with the end-to-end solutions required to reduce operating expenses and increase revenue opportunities.

Fully Customized Solutions
We design and build our products and platforms from the ground up. This approach allows us to optimize the combination of hardware and software, while ensuring design efficiency and seamless integration between products.

Our products are customizable for our partners, at every level: hardware, software, and user experience. This approach not only minimizes upfront costs and delays associated with additional product development and personnel training, it also creates products and services that are simpler and easier to use, improving subscriber brand loyalty.

Professional Services Approach
End-to-end solutions require seamless integration between 2Wire products and services and service provider operations and business processes. Our dedicated Integration Services and Marketing Services teams work closely with service providers to ensure that every deployment is successful, from design, provisioning, and installation, to operations, upgrades, and support. Throughout the process, our marketing consultation services help service providers develop innovative propositions, attractive bundles, compelling messaging, and winning launch and retention 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 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; it later 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-service media platform combining satellite and DSL services to deliver TV, DVR, and on-demand and user-generated content.

In January 2006, 2Wire unveiled the HomePortal iNID (intelligent Network Interface Device), the world's first outdoor broadband home gateway, offering carriers a significant reduction in labor and maintenance costs when deploying bandwidth-intensive triple play services. And in 2009, 2Wire redefined broadband gateways with the launch of the HomePortal GEM™ multi-service platform.

As of March 2009, 2Wire has shipped over 25 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
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 innovative products, services, support, and management systems from 2Wire, it is time for the provider to own the home.
Intelligent Gateways

The gateway to the digital home.

2Wire intelligent gateways are the first point of contact between you, your subscriber, and the digital home. Provide your 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, enabling the revenue-generating services of both today and tomorrow. Embedded management technology allows providers to activate, provision, and manage differentiated services from a centralized location.

- **Unsurpassed usability and diagnostics**
  - Reduce customer support calls during installation and beyond. Greenlight™ CD-less installation helps subscribers quickly access the Internet and activate new services. The system's diagnostic engine also gathers critical system information for technicians and customer support agents, enabling rapid resolution of issues.

- **Integrated churn-reducing, revenue-generating 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 include an array of the most common home networking technologies in one box, accommodating a variety of service provider and subscriber environments. Flexible networking options include Ethernet, home phone line (HomePNA), USB, MoCA, and high-powered wireless.

- **Suited for every offering**
  - 2Wire gateways are available for a variety of infrastructures and broadband types. Whether it’s ADSL, ADSL2+, VDSL, VDSL2 bonded, or FTTx, our products support your network architecture.

- **Next generation services and applications**
  - The HomePortal GEM platform is designed for hardware and application modularity. The intelligent gateway accommodates a variety of software applications and snap-on gateway expansion modules, enabling a wide range of advanced services, ranging from DECT base stations and femtocells, to home control interfaces and intelligent media servers.

Media Solutions


2Wire media solutions bridge the gap between the television and the Internet, enabling you to deliver managed broadband entertainment services to subscribers. Broadcast, personal, and broadcast content can now converge via one integrated, provider-branded, user experience—delivered directly to the subscriber’s television set.

**MediaPortal® Hybrid Entertainment Solution**

The MediaPortal® hybrid entertainment solution combines broadband video and music on demand with linear broadcast entertainment from a choice of television signal types in both SD and HD formats. Program guides are fully searchable, so subscribers can quickly and easily find the shows and movies they want to watch or record. Built-in DVR “trick-play” functions enable subscribers to pause, rewind, or fast-forward live TV with a click of the remote. MediaPortal also supports a robust lineup of broadband media services, including Internet-based video on demand, online streaming video optimized for the TV, and a customizable array of Web-based services, including online radio and photo-sharing services.
MediaPoint® Broadband Entertainment Solution

Subscribers are clamoring for broadband entertainment services on the television, and content providers are seeking more channels for media distribution. Capitalize on these growing trends with the MediaPoint® broadband entertainment solution. This “over the top” solution delivers the ultimate broadband entertainment experience to your subscribers over existing lines; with no costly IPTV infrastructure to deploy, your media service gets to market faster. In addition, MediaPoint is flexible, so you can customize options for your brand and your unique service offering. MediaPoint supports a range of broadband media services, including Internet-based media streaming, and video on demand that allows subscribers to browse, select, and download DVD-quality movies and TV shows to watch whenever they want, right on their TV sets.

• **Value-added services available**
  Enhance your subscribers’ experience of media convergence. Web Remote Access gives your subscribers access to the full range of their digital home content and services, whether at home or away, via a single intuitive Web portal. Parental Controls enable subscribers to limit access and purchasing authority, restrict access to VOD programming based on MPAA rating, or block specific Web content channels.

Provide subscribers the valuable services they need to live their digital lives securely, efficiently, and enjoyably. A suite of value-added services provides operators with more opportunities to increase stickiness, revenue per user, and customer satisfaction.

• **Tools to control the digital experience**
  Whether 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 the home or office network by offering advanced firewall services with 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 remotely connect to their base network with the same ease and security features they enjoy at the home base. 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.

• **Next generation application development**
  Leverage the unique architecture of the HomePortal GEM gateway as well as the platform’s application software development kit (SDK) to provision an increasing variety of applications. Whether deploying proprietary or third-party developer applications, next generation services—like home surveillance, home automation, and digital life backup—can generate additional revenue while extending the capabilities of the digital home.
Management Systems
Activate. Manage. Support.

Run your business more effectively and more profitably. Systems and applications from 2Wire help you manage your installed CPE base, drive down customer care costs, and deliver high-quality subscriber services.

CMS CPE Remote Management System
CMS is the industry’s leading CPE management system because its time-tested technology helps providers achieve the highest quality service and delivery levels. CMS manages any TR-069 standards-based CPE on the home network. It provides a complete view of the subscriber’s digital home, including real-time diagnostics, while reporting thousands of parameters northbound to the service provider’s OSS and BSS systems. Its built-in Business Rules Engine collects current, live information from CPE and analyzes it to provide a clear assessment of CPE on a subscriber’s network. And its Firmware Upgrade Manager dramatically simplifies the process of upgrading CPE—update files are loaded onto your servers and, with just a few clicks, pushed to thousands of subscribers’ gateways, making updates invisible to the end-user.

Service Management System (SMS)
Streamline backend logistics and operations while enhancing subscriber experience. SMS integrates with your account management and billing systems, as well as content distribution and licensing systems, to deliver efficient subscriber service activation, account creation, authentication, billing, and near-instantaneous content delivery.

Server Applications
Attract and retain subscribers by delivering next generation services. Focus on speedy deployment, rather than tinkering with the technical pieces.
- **Service Insight™**
  Gain deeper insight into all aspects of your business with this analytics application that collects and correlates ACS data with data from multiple OSS and BSS sources. By integrating data from a variety of sources, this application gives you a more robust view of your service.
- **Gateway Medic™**
  Enable support agents to instantly and remotely access a gateway’s Management Diagnostics Console using just the gateway’s serial number. Use the MDC to assess the health of the gateway, diagnose connectivity problems, and guide subscribers to a resolution.

Professional Services

2Wire excels in developing and delivering solutions customized for our partners. Our dedicated Professional Services teams work closely with our partners to ensure seamless integration between 2Wire products and services and partner operations and business processes.

Integration Services
The Integration Services team assesses the unique business needs of our partner and prioritizes initiatives to customize a technology solution from the ground up. This close collaboration continues from the R&D phase, through QA and customer-focused testing, and finally throughout deployment and ongoing service. As our partner’s business needs change and evolve, we can build and implement additional customized products and services that integrate seamlessly with our underlying platforms, ensuring that the final deliverables fully contribute to our partner’s success.

Marketing Services
The Marketing Services team delivers consultative services that help service providers position, market, and sell their broadband offerings. Working closely with the provider, we conduct relevant market and competitive research and synthesize industry best practices into cohesive strategies designed to achieve our partner’s sales, revenue, and marketing objectives.
Customer Care

Improve customer loyalty, lower costs.

• Promotional programs
  We have developed countless marketing programs, positioning materials, and sales tools for our partners around the globe. Our in-house creative team supports partners with a range of services, including service provider-branded product labeling, custom packaging and documentation, photography, user interfaces, and more.

• Broadband sales training
  Our training programs are designed to amplify and sustain partner organization sales across every channel by educating and motivating inbound and outbound sales representatives. The Essentials Training program teaches representatives the fundamentals, while the 2Wire University premium broadband and targeted sales training program encourages development across disciplines, empowering graduates to sell broadband products and services confidently and effectively.

Improve subscriber satisfaction while reducing OPEX with our expert customer care solutions. 2Wire Customer Care is a business partner focused on results. Rather than simply process minutes, we leverage the intelligence of managed devices and CMS, our homegrown desktop tools, and incomparable talent to deliver friendly, effective support.

• Whole-home support solution
  Problems with one device could disrupt the subscriber’s entire experience. Our proprietary software allows our associates to inspect beyond the gateway to help diagnose and assess any TR-069-compliant or UPnP-enabled device on the network. Customer frustration is minimized because issues are resolved without multiple phone calls or tedious troubleshooting routines.

• Constantly evolving and improving
  We are the only gateway provider to incorporate firsthand call-driver feedback into product development and manufacturing. The integration between CMS and intelligent 2Wire devices provides a continuous engineering feedback loop for ongoing enhancements, leading to a superior customer experience.

• Integrated support and knowledge tools
  Our Customer Care programs utilize the most integrated support tools available. These tools allow you to monitor real-time conditions, execute precision workflows, and track device and customer conditions remotely. Our expert care processes include proven features such as mass healing and communication, self-healing, painless self-service, and assisted chat, email, and agent-delivered services.

• One call, one solution
  Nearly 65% of new subscriber calls occur within the first 60 days of a new service. Our One Call Model—subscribers call one number to have their problem resolved the first time—provides the right type of care at the right time, building subscriber confidence in your offerings by getting them up and running quickly and effectively.

• Customized programs
  We can design a Customer Care partnership that cost-effectively meets your unique requirements while ensuring the highest degree of customer satisfaction. Whether offering our complete One Call solution, or a more traditional per minute-based program, we can create a Customer Care solution that is right for you.
2Wire Locations

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