



**Press Release**

**15 October 2007**

**Subex Azure chosen by Econet Wireless  
to provide Revenue Assurance and Fraud Management**

**Bangalore, INDIA:** Subex Azure Ltd, a leading global provider of Operations Support Systems (OSS) solutions for telecom operators, today announced that Econet Wireless, Zimbabwe's largest telecommunications group is deploying its Ranger (now known as Nikira™) Fraud Management and Moneta™ Revenue Assurance products.

Econet Wireless is Zimbabwe's largest telecommunications company with a subscriber base of over 634,000 customers and total network capacity of 800,000 subscribers which is currently being increased to 1.2 million.

The company wanted to ensure that it was maximizing its revenues by reducing telecoms fraud, in particular the practise of 'refilling' calls, whereby international calls are diverted before they reach Zimbabwe and are renumbered to appear as local calls. This practice was costing the company millions of dollars and causing congestion on international routes resulting in network degradation and poor quality of service.

Subex Azure was chosen by Econet Wireless based on the company's previous experience and Subex Azure's extensive Revenue Maximization product portfolio. Nikira uses flexible rules-based alarms and artificial-intelligence driven advanced analytics to identify likely fraudulent behavior, helping operators to detect known fraud types and patterns of unusual behavior in all telecoms environments – wireline, wireless and across all services.

Moneta is a comprehensive suite of automated Revenue Assurance tools and capabilities. Moneta offers a set of pre-configured solution templates to address Revenue Assurance issues across areas such as Service Fulfillment, Usage Integrity, Retail Billing, Interconnect/ Wholesale Billing and Content Settlement.

Douglas Mboweni, CEO, Econet Wireless, said, "Subex Azure is a trusted partner and we are very pleased with the initial results of the deployment. By being able to reduce malicious activity on our network, we hope to maximize revenues and offer greater service to our customers."

Subash Menon, Founder Chairman, Managing Director & CEO of Subex Azure Ltd, said, "We are pleased to be helping Econet Wireless ensure the integrity of its network. Telecom fraud is an ongoing threat and therefore operators of all sizes need to ensure they have effective detection systems in place in order to protect their revenues."

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#### **About Subex Azure Ltd.**

Subex Azure is a leading global provider of Operations Support Systems (OSS) solutions with a mission to empower telecom operators to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized and integrated infrastructure for end-to-end monitoring, measurement and control of the operator's revenue chain - to foster operational dexterity and hence sustained profitability.

Subex Azure's software portfolio powers the ROC and its best-in-class solutions enable new service creation, subscriber-centric fulfillment, provisioning automation, revenue assurance & cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex Azure's customers include 32 of the world's 50 largest telecom operators by revenue. The company has more than 150 installations in over 60 countries. Subex Azure was named in the prestigious Deloitte Technology Fast 500 Asia Pacific 2006 list of companies, underlining the company's growth and leadership status.

For more information please visit [www.subexazure.com](http://www.subexazure.com)

#### **About Econet Wireless**

Econet Wireless (Private) Limited is the cellular network operator and main subsidiary of Zimbabwe Stock Exchange-listed Econet Wireless Holdings Limited (EWH), a diversified group with investments in the telecommunications and other sectors of the Zimbabwean economy. Econet is the largest telecommunications company with an overall market share of over 60% of the total mobile sector, and offers a comprehensive suite of uniquely branded products and mobile cellular services.

For more information please visit: [www.econet.co.zw](http://www.econet.co.zw)

## **Forward Looking and Cautionary Statements**

Certain statements in this release concerning Subex Azure's products, strategy and future growth prospects are forward -looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward – looking statements. The risks and uncertainties relating to these statements include, but are not limited to, market acceptance of Subex Azure's products and services, Subex Azure's ability to implement its growth strategy, competition in Subex Azure's areas of business and general economic conditions affecting the telecom industry.

### **Further information:**

In Europe or Asia please contact Peppa Sheridan at Milner LLP

tel: + 44 7725 121189

[peppa.sheridan@milnerllp.com](mailto:peppa.sheridan@milnerllp.com)

In the U.S. please contact Guy Murrel at Catapult PR-IR

tel +1 303-581-7760

[gmurrel@catapultpr-ir.com](mailto:gmurrel@catapultpr-ir.com)

In India please contact Shivaram Lakshminarayan at Genesis Burson-Marsteller PR

tel: +91 9886136796

[shivaram.l@bm.com](mailto:shivaram.l@bm.com)