



**Press Release**

**11 October 2007**

### **Subex Azure addresses Revenue Assurance issues in Latin America**

**BANGALORE, INDIA:** Subex Azure Ltd, a leading global provider of Operations Support Systems (OSS) solutions for telecom operators, continues to address the unique needs of telecom operators within the Latin America region with its integrated suite of Revenue Assurance, Fraud, Interconnect and Service Activation products.

A recent study by Analysys Research entitled *2007 Global Operator Attitudes to Revenue Management Survey* shows that Central and Latin America (CALA) region operators lose close to 16 percent of revenue due to various forms of fraud, poor OSS processes, billing errors and credit management issues. In order to meet the increasing demands of its existing customers and new business prospects, Subex Azure plans continued expansion of its existing Mexico and Brazil based professional services and support operations.

Subex Azure ranks as the world's number one provider of Fraud Management and Revenue Assurance solutions and has successfully managed to leverage its large employee base and financial strength to customize its solutions to the specific needs of its diverse customers.

"Subex Azure understands the issues specific to CALA when it comes to revenue loss and we are committed to helping operators there recoup the lost revenue they should be receiving," said Greg LeNeveu, President – Americas, Subex Azure Ltd. "We have

increased our operations this year in tandem with the needs of the region and are now planning to further increase our presence in the southern cone in order to bring robust support to CALA operators in need of an integrated solution to their OSS and Revenue Maximization issues.”

According to the Analysys survey, the CALA region is among the most adversely affected by revenue loss when compared to the rest of the world and stands to benefit greatly from a proactive approach aimed at stemming unnecessary and preventable revenue leakage. The Analysys research also reveals that operators who use revenue assurance solution providers experience 30 percent less revenue leakage than those who use no third-party revenue assurance specialists.

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#### **About Subex Azure Limited**

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)

#### **Forward Looking and Cautionary Statements**

Certain statements in this release concerning our 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, fluctuations in earnings, our ability to successfully integrate acquisitions, competition in our areas of business, client concentration, liability for damages in our contracts, withdrawal of tax incentives, political instability,

unauthorized use of our intellectual property and general economic conditions affecting our industry.

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

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