



**Press Release**

**13 August 2007**

**Subex Azure registers 10 new wins in Middle-East, Africa**

**Bangalore, INDIA:** Subex Azure Ltd, a leading global provider of OSS solutions for telecom operators, has signed on 10 new customers in the Middle-East and Africa (MEA) region, over a period of nine months from October 2006 to June 2007. The combined value of business from the region is several million dollars and has considerably strengthened the company's position in the region.

The new customers include leading telecom service providers in Afghanistan, Dubai, Jordan and Syria in the Middle-East, together with Botswana, South Africa and Mozambique in Africa. The customer wins have come for Subex Azure's Revenue Assurance System, Moneta™, Fraud Management System, Nikira™ and Interconnect Billing System, Concilia™, all of which are part of the Rocware™ Revenue Maximization solution suite.

Subash Menon, Founder Chairman, Managing Director & CEO of Subex Azure Ltd said, "We were one of the first to set up local offices in Middle-East and Africa and today have close to 40 customers in the region."

Subex Azure's strong product line up and support offerings, along with its proven flexible business model to meet local market requirements, have been the main drivers for this growth. The contracts have been a mixture of new business as well as repetitive business.

Vinod Kumar, President, Revenue Maximization Solution Business Unit, Subex Azure Ltd said, "The dynamics of the MEA market are very different from that of the US or

Europe markets. Through our keen understanding of the region, we have been successful in arriving at the right product and services package to serve customers and that has led to this momentum”.

Moneta, ensures the health and vitality of a telecom operator’s revenue chain and helps tackle critical Revenue Assurance challenges across areas such as Service Fulfillment, Usage Integrity, Retail Billing, Interconnect/Wholesale billing and Content Settlement.

Nikira enables operators to detect known fraud types and patterns of unusual behaviour in all telecom environments – wireline (PSTN, ISP, VOIP), wireless (2G, 2.5G, 3G) and across all services (postpaid, prepaid, VAS, MMS, m-commerce).

Concilia allows operators to quickly and accurately settle charges with their network partners. For interconnect agreements with domestic and international operators, Concilia helps manage major costs and revenues on a day-to-day, hour-to-hour basis.

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

Subex Azure is a leading global provider of 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 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.

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