



**Press Release**

**6 November 2007**

**Subex Azure Highlights Growth, Momentum, Industry Leadership  
at TMForum's Management World Americas 2007**

**Bangalore, INDIA:** Subex Azure Ltd, a leading global provider of Operations Support Systems (OSS) solutions for telecom operators, today announced a series of initiatives, including new product launches, customer speaking engagements, live demonstrations and industry collaboration, for the TeleManagement Forum's Management World Americas 2007 Conference & Expo (Subex Azure booth #233).

Subex Azure has announced 15 new customer wins worldwide in the first two quarters of FY08, and with the successful integration of its Syndesis acquisition, the company has rapidly established a leadership position in the OSS market. These customers are recognizing the value of working with Subex Azure to achieve "Operational Dexterity," the combination of service agility and operational efficiency that provides a sustainable competitive advantage in today's telecommunications market.

On the product front Subex Azure continues to develop new solutions that meet the growing needs of telecom operators. Just prior to the conference the company announced its new Syndesis Business Ethernet Fulfillment Solution, a new offering designed to simplify provisioning for operators providing feature-rich Ethernet services to enterprises. In addition, the company continues to integrate all of its products into a cohesive suite of solutions that make up the Revenue Operations Center (ROC). To show its progress in this area Subex Azure will be running live demos of a ROC in its booth #233 at the conference.

Subex Azure also will be delivering two presentations – each with a leading service provider – “Revenue Assurance for Next-Generation Services and Emerging Revenue Streams” and “Making the N-Play Power Play: How Application- and

Content-based Services Are Transforming the Back Office.” Media advisories on both of these customer presentations can be found at <http://www.subexazure.com/content/?q=News+and+Events>

In addition, the company’s CTO, Mark Nicholson, will serve as chairperson of the Operations track of the conference’s “Operational Challenges in a Converged Market” module. John Brooks, senior director, Americas consulting, will be participating in a panel discussion entitled “Developing the GBA Map and eTOM,” a component of the broader “Next Generation Billing & Revenue Management” track. The company recently released the results of a landmark survey on revenue management issues, conducted by an independent research firm, which found that average revenue leakage among communications service providers worldwide has increased dramatically from 12.1 percent to 13.6 percent of revenues. The survey, now in its fifth year, found that fraud is on the rise, contributing to most of the increase in revenue loss.

Subex Azure also will be involved in the conference’s Catalyst Program, billed as the BSS/OSS “proving ground.” It provides service providers, systems integrators and hardware/software vendors the environment to work together to solve common, critical industry challenges through collaborative short-term projects that culminate in live demonstrations. Subex Azure, along with Aricent, Ceon, Infosys Technologies and Progress Software are participating in the End-to-End Integrated BSS Framework project, which combines various applications such as Product Lifecycle Management, Customer Relationship Management, Order Management, Provisioning and Billing for both the converged service provider and other content providers. This Catalyst will use a service-oriented architecture based framework to demonstrate a customer lifecycle across concept-to-market and lead-to-cash processes.

“The TM Forum has put together what promises to be another thought-leading conference addressing many of the core challenges and opportunities facing the industry today,” said Subash Menon, Founder Chairman, Managing Director & CEO of Subex Azure, Ltd. “We look forward to sharing our expertise and demonstrating our latest offerings designed to address attendees’ most pressing issues.”

**-END-**

**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)

**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)