

**Press Release**

**9 July 2008**

**Subex introduces Cost Assurance Solution to protect and enhance service provider margins**

*Subex's Revenue Maximization solution bundle for efficient management of costs*

**Bangalore, INDIA:** Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS), announced today the launch of its Cost Assurance Solution, a new offering from its Revenue Maximization set of solutions (RMS). This solution is targeted at all communication service providers and aims to help them protect and enhance margins by effective cost assurance measures.

The solution primarily helps service providers to focus on efficient management of costs, an area ignored by many until now, in order to achieve higher profitability. The key feature of the Cost Assurance Solution is its ability to utilize network resources efficiently to reduce network costs - these include leased circuit costs, access costs as well as interconnection costs. This will also help service providers to adopt lean operating principles by automating invoice verification processes, quickly resolving disputes and expediting internal and external audit compliance.

By using this solution, service providers will be able to recover excess payouts that could result from over payment to partners, overpricing by suppliers, while also identifying the difference between expected and actual amounts on invoices.

Anuradha, Senior Vice President of Engineering at Subex Ltd said, "We are very pleased to introduce this solution on the RMS side of the business. This solution will go a long way in helping service providers to quickly meet increasing market demands and deliver next generation services. Our constant endeavour at Subex is to help service providers gain that competitive advantage to quickly roll out services, while mitigating costs, through the concept of Operational Assurance. "

Cost Assurance is a key component of Subex's industry leading ROC (Revenue Operations Center) concept. The solution, a unique blend of assurance and settlement practices, will help all communication service providers to adopt



Operational Assurance, gaining better understanding and control over how operations support critical business goals.

Leading service providers around the world turn to Subex for revenue management solutions and to manage third-party relationships to maximize margins and adopt lean operations.

**-ENDS-**

#### **About Subex Limited**

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers 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 framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability.

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

Subex's customers include 32 of the world's 50 largest service providers. The company has more than 270 installations across 70 countries.

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

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

Certain statements in this release concerning Subex'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's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.

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