

**Press Release**

**11 June 2008**

***Interconnect solutions see increased adoption by Service Operators in Middle-East (MEA) and Central and Latin America (CALA)***

*Subex Ltd lands seven Interconnect deals in six months in MEA and CALA*

**Bangalore, INDIA:** Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced that it has landed seven deals for its interconnect offerings, in the Middle-East (MEA) and Central and Latin America (CALA) markets in the past six months. This is a clear indication of increased adoption of interconnect solutions in these regions.

The significant increase for interconnect solutions is a result of increased competition in these regions. Interconnect agreements are critical to operators as they generate a significant portion of revenues. The need for a more focused solution, targeted at providing the best service to subscribers has made operators opt for Interconnect solutions. Also, deregulation, which refers to operators being allowed to have multiple agreements in these markets, plays a crucial factor as operators are free to pursue new interconnect partners and new entrants in the market.

The 2007 study by Analysys Research entitled *Global Operator Attitudes to Revenue Management Survey* clearly showed that a third of the revenues lost by a telco pertain to interconnect related matters. This is a high risk for any telco, considering that interconnect is more profitable and significantly contributes to revenues.

Sudeesh Yezhuvath, COO, Subex Ltd., said, "Service providers are looking at ways in which they can increase their revenues and decrease their costs to manage interconnect agreements more closely. By looking at rates across current and potential partners, operators can manage their network more efficiently to drive down costs by using the



lowest cost operator to route calls through a given variety of factors, such as time of day, day of week, destination and quality etc.”

Vinod Kumar, President RMS BU, Subex Ltd, said, “The recent interconnect deals we have won are a clear indication of operators taking cognizance of the significance of interconnect solutions, to provide faster and better services to subscribers and ultimately earn better revenues, through reduced costs.”

Leading service providers around the world turn to Subex to combat fraud, conduct revenue assurance, correct configuration and interconnect billing errors, and manage third-party relationships to maximize margins and adopt lean operations.

Subex is the trusted partner of communications service providers around the world seeking to achieve enhanced operational dexterity, offering rapid and flexible delivery of innovative new services while running lean operations. Subex’s award-winning family of best-of-breed solutions is the foundation of the ROC, enabling operational assurance and, as a result, improved operational dexterity.

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#### **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 170 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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