



ROC® Revenue Assurance Solution

Simplifying Revenue Assurance

- Plan your RA roadmap, map your business and gauge your RA performance
- Obtain guidance on improving RA performance
- Improve analyst productivity
- Recover revenues faster
- Take decisions while on the move



Introduction

Simplifying Revenue Assurance

While revenue leakage remains a major concern for telecommunications providers, they are now faced with the challenge of dealing with complicated Revenue Assurance processes and solutions. As operators move deeper into next-generation services and content-driven service environments, revenue assurance becomes both more complex and more critical. Product portfolios are expanding, networks and services, operations and revenue chains are becoming increasingly complicated, involving an intricate web of partners and resellers. Not only this, telecom operators perform some functions such as scoring their maturity, planning their RA roadmap, etc offline, which means they have to cope with the challenge of scattered practices. Also, as telecom operators grow in size, they have to deal with large volumes of data, control points, KPIs involving time consuming and repetitive investigations.

And of course, the telecom industry is no different when it comes to attrition; they too have to deal with the problem of resource churn. Knowledge management problems arise when experience people leave the Revenue Assurance team.

Traditional approaches to revenue assurance fall short in this scenario. Today's Revenue assurance (RA) solutions are ill-equipped for complex service and business models. Organizational challenges can also limit RA effectiveness. A lack of visibility within the operator organization, the "diminishing returns" of successful RA projects, and the difficulty aligning RA results with an operator's broader business goals can all work to limit the future reach of much needed RA practices.

In today's dynamic communications environment, a successful revenue assurance practice requires a more mature revenue assurance solution – one that not only enables proactive and ongoing revenue recovery but simplifies RA by visually aiding telecom operators and guiding them to improve performance.

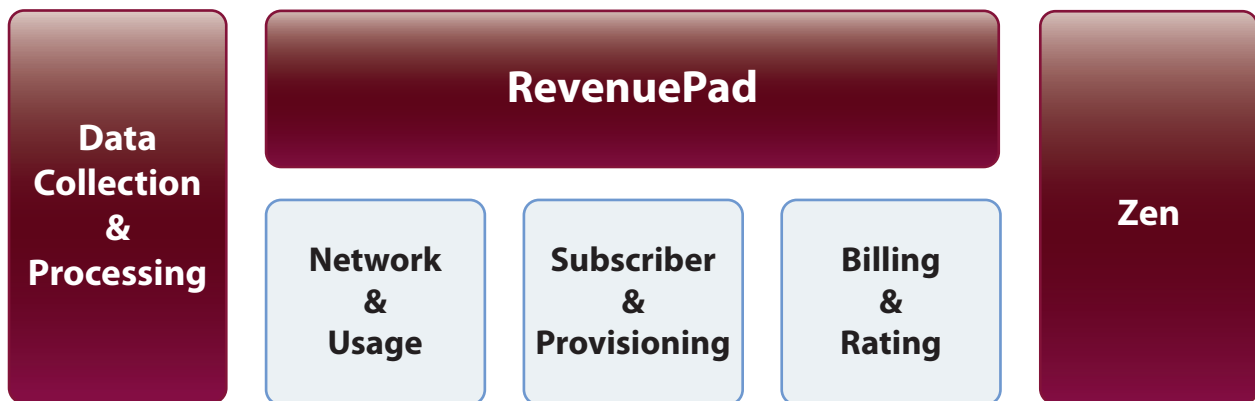
“ We have seen fabulous results from Subex. ROC Revenue Assurance is able to monitor our entire system flow—including both legacy systems and strategic systems. This automated monitoring has resulted in a 6x productivity improvement over our previous manual audits. The system keeps paying for itself and Verizon keeps expanding ROC Revenue Assurance's use. ”

Verizon's Executive Director of Broadband Billing and Revenue Assurance

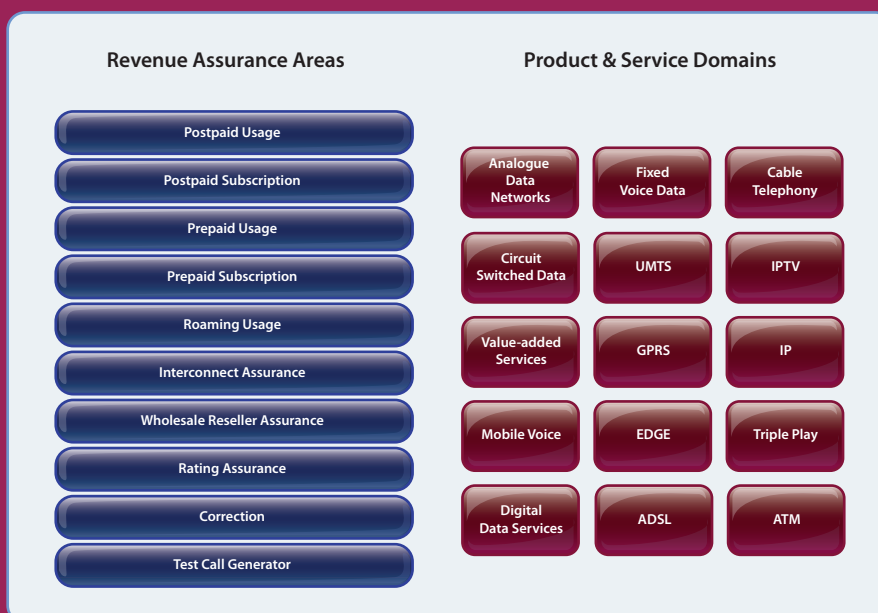
ROC Revenue Assurance approach

The ROC Revenue Assurance solution from Subex simplifies the highly complex Revenue Assurance domain by introducing two path breaking concepts- RevenuePad and Zen. **RevenuePad** is a command center for Enterprise-wide RA. Its intuitive console helps you to **Plan & Map** your RA roadmap by providing a consolidated strategic view of enterprise maturity as an outcome of operational performance. It also provides guidance on which **Assurance Areas** and metrics to cover thereby aiding the improvement of RA performance. RevenuePad introduces the concept of Visual RA. **Visual RA** provides a bird's eye view of the organization's network topology and directly points to the problem areas which need immediate attention. Thus with RevenuePad, telecom operators can gauge and improve RA performance and work towards achieving their business goals.

Zen is the **industry's first virtual analyst for RA**. It helps RA analysts by providing root causes of revenue leakages. Time is of the essence, and the faster a domain analyst can find the root causes, the more revenue leakages an organization can prevent. With Zen, the analysts are guided to the underlying root causes of discrepancies quickly in an automated manner, thereby removing manual error and dependency. This leads to productivity improvements of an order of magnitude of 10 to 20. Apart from guiding analysts, it also learns from past and builds a repository of discrepancies and associated root causes to enable knowledge sharing within the organization. Using these two fantastic concepts, ROC Revenue Assurance simplifies RA and aides telecom operators to achieve faster, better revenue recovery.



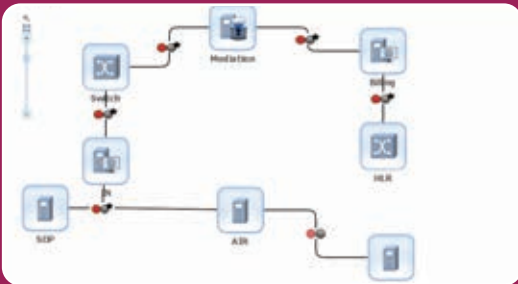
ROC Revenue Assurance coverage





ROC Revenue Assurance benefits

a Faster root cause investigation : Using RevenuePad and Zen, ROC Revenue Assurance enables comprehensive leakage investigation at various levels by providing dynamic views of the RA universe. With its graphical, interrogative analytics and minimal learning curve, it speeds up case investigation to deliver faster results.



b Exposure of hard-to-detect revenue leaks : Through Visual RA, ROC Revenue Assurance directly draws users' attention to important problem areas and prompts corrective action

c Immediate contribution to the bottom line : Using RevenuePad, users can track cases of potential revenue leakage in a structured workflow, from detection to recovery, thereby achieving their business goals and making an immediate contribution to the bottom line.

d Continual savings through real-time KPI tracking: ROC Revenue Assurance's RevenuePad monitors and reconciles key performance indicators (KPIs) on a continuous basis to ensure that revenue assurance aspects of the business are intact while taking immediate action when prescribed limits are breached.

e Monumental improvement in analyst productivity: Zen provides analysts with direct root causes of problems, thereby reducing the time to find root causes by greater than 90%, and improving analysts' productivity tremendously.

f Ongoing revenue stream protection : Using RevenuePad's advanced analytics and workflow engines operators are able to monitor their complete revenue chain on an on-going basis and drive issues quickly to closure.

g Rapid ROI : With a flexible design, ROC Revenue Assurance can be easily adapted to different networks and product/service domains, allowing rapid program expansion, swift detection of issues, and accelerated return on investment (ROI).



Key differentiators

a Ease of use

With RevenuePad and Zen, users are visually guided to problem areas and root causes and are prompted to take corrective action. Users can also monitor various KPIs, metrics on a regular basis, thereby tracking RA performance and improving the same. Since ROC Revenue Assurance is mobile device enabled, users can gauge RA health, analyze key metrics and make business critical decisions while on the move.

b Right Information to Right People

ROC Revenue Assurance provides unified customer view which helps to avoid calls to the same customer by different departments and hence increases customer satisfaction. It displays multi-issue customers and values and allows resolution prioritization by bill cycle, preventing multiple calls to the same customer. Its SLA-Driven Workflow Management captures leakage cases in a structured workflow, facilitating the historical mapping of Revenue Assurance department growth.

c Increased Productivity

Since Zen provides direct root causes of problems, it leads to almost 20 times improvement in analyst productivity. Also RevenuePad visually guides users to the problem areas requiring immediate attention and thus improves productivity.

d Low Total Cost of Ownership

ROC Revenue Assurance allows customers to freely evolve their system and their Revenue Assurance practice at will. They can grow at their own pace as there is no dependence on IT or vendor support. Configuring new or existing processes, adding new data resources, building issue-specific workflows can be easily done without reaching out to the IT teams. All dimensional data can be added by a simple radio-button click. Users need only to click on the dimensions they want to load and unload and the results are immediately available.

e Rapid Implementation and Configuration

Predefined Revenue Assurance Metrics enable rapid baselining of Revenue Assurance departmental practices and processes with "out-of-the-box" business rule templates, audits, KPI, reports, and dashboards. With powerful record and file integrity management, ROC Revenue Assurance ensures accuracy of incoming data, integrity of file structure and record format, completeness of file and record sequence.

"As a growing operator it is extremely important that we reduce leakage so that we can continue to offer new products and services to our customers. Subex's revenue assurance and fraud management systems will allow us to do this effectively."

Cell C's Chief Risk Manager & Internal Auditor

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers.

The company pioneered the concept of a Revenue Operations Center (ROC®) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, credit risk management, cost management, route optimization, data integrity management and interconnect / inter-party settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for four consecutive years according to Analysys Mason (2007, 2008, 2009 & 2010). Business optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry's first successful Risk Reward Sharing model for Fraud Management.

Subex's customers include 16 of top 20 wireless operators worldwide* and 26 of the world's 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

*RCR Wireless list, 2010

#Forbes' Global 2000 list, 2010



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