

Press Release

15 September 2008

Subex empowers small and mid-sized operators to quickly develop revenue management capabilities with RapidRM

Launches revenue management solution to quickly develop fraud management and revenue assurance capabilities in a fast changing business environment

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS), today announced the launch of RapidRM Mobile Solution, a compact revenue management solution to help growing operators rapidly develop revenue management capabilities and realize immediate ROI.

Young and growing operators across the globe are increasingly looking to invest in revenue management solutions, but are also cognizant of the time taken for such implementations. They are looking for a quick-win solution to help them achieve revenue management capabilities. RapidRM comes at the right time – it not only helps operators to rapidly achieve superior revenue management capabilities, but also realize immediate ROI through quick automation of revenue assurance and fraud management processes. Further, it also allows for growth and expansion, where operators can scale up and add on additional features to meet growing business demands.

The solution promotes the natural evolution of the revenue management function. It allows growing operators to focus on subscriber acquisition and retention through expansion of network and services, without having to worry about the associated fraud and revenue leakage issues.

Anuradha, Senior Vice President – Engineering, Subex Ltd said, “RapidRM Mobile is our offering for growing mobile operators to help them quickly scale up to meet global competition. Through this solution, operators will be able to quickly implement revenue management capabilities and be equipped to meet the growing demand for newer subscriber services.”



Leading service providers around the world turn to Subex for revenue management solutions to maximize margins and adopt lean operations - A key step towards achieving Operational Assurance, leading to Operational Dexterity.

-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 300 installations across 70 countries.

For more information please visit 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.

Media Contact:

Harshita Nair
Subex Ltd.
tel +91 80 6696 4157
harshita.nair@subexworld.com

Further information:

Shivaram Lakshminarayan at Genesis Burson-Marsteller PR
tel: +91 9986362431
shivaram.l@bm.com