

**Press Release**

**20 May 2008**

**Subex unveils breakthrough in Telecommunications Operational Assurance with debut deployment of Revenue Operations Center (ROC)**

*Romtelecom selects Subex for centralized operations center for mitigating risks to the revenue chain*

**Note to Editors:** Subex will be demonstrating a ROC as part of the Content Encounter 2 Catalyst demonstration at TM Forum Management World Nice, May 20-22. For more information, please contact Adam Boone, VP, Marketing, at [adam.boone@subexworld.com](mailto:adam.boone@subexworld.com).

**Bangalore, INDIA:** Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced that Romtelecom, Romania's largest fixed-line operator, has selected Subex Rocware™ solutions to form the core of a Revenue Operations Center (ROC).

Romtelecom's objective is to reduce the risk of financial loss from revenue leakage, fraud or bad debts. The ROC environment at Romtelecom will include Subex's Moneta™ Revenue Assurance Solution, Nikira™ Fraud Management Solution and the Prevea™ Risk Management Solution.

Anastasios Tzoulas, Chief Financial Officer, Romtelecom said, "We found Subex to be a knowledgeable partner who is ready to help us achieve this important risk management objective. The ROC will provide us with a centralized, integrated platform to maximize, control and secure our revenue chain."

Like a Network Operations Center (NOC) ensures the health of the network, a ROC ensures the integrity of a telco's revenue streams, processes and improves visibility of the financial impact of the enterprise's operations. The ROC at Romtelecom will provide advanced revenue and risk management capabilities as it combines revenue assurance, fraud management and risk management in one integrated framework.

Subex pioneered the concept of a ROC as a centralized collection of systems and processes correlating operational activities to the impacts on revenues, costs and, ultimately, profit. A ROC can enable an operator to adopt Operational Assurance,



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

Mark Nicholson, CTO, Subex said, “We are delighted that Romtelecom has selected Subex and the ROC. We are pleased to have this opportunity to assist Romtelecom in meeting its important revenue risk mitigation objectives.”

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.

At TM Forum Management World Nice, May 20 -22, Subex will demonstrate a ROC as part of the Content Encounter 2 Catalyst project, the premier demonstration of the delivery of advanced, content-based services involving Tier 1 operators from around the world.

For further information on Subex and the ROC, visit [www.subexworld.com](http://www.subexworld.com).

**-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 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.

**Media Contact:**

Harshita Nair  
Subex Ltd.  
tel +91 80 6659 4157  
[harshita.nair@subexworld.com](mailto:harshita.nair@subexworld.com)

**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)