

**Press Release**

**24 September 2008**

**Subex launches Velocity for quick and easy provisioning of next-generation mobile and converged services**

**Bangalore, INDIA:** Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS), today announced the launch of Velocity, a service fulfillment solution bundle for mobile and converged service providers to manage the end-to-end lifecycle for next-generation services effectively and efficiently.

Velocity is based on production-proven technology from Subex and Nokia Siemens Networks. It is pre-integrated and modular in nature, giving customers flexible service creation and delivery solutions for next generation of wireless and converged offerings. The solution, targeted at mobile and converged service providers offering both next generation mobile services as well as traditional wireless and wireline services, aims to significantly reduce the time and cost involved in the introduction of new services to customers.

Using Velocity service providers can dramatically increase ARPU from data services through automatic configuration of the subscriber's device, making it easier for subscribers to try new services. Velocity helps service providers significantly cut down operational expenditure by reducing the number of systems and integration points required for enabling new services. Service providers can further reduce expenditure on customer support through automation by getting service configuration right the first time, while also reducing the time to market for new services.

The solution helps service providers quickly roll out new services across wireless and wireline platforms through seamless integration of new and existing systems across the entire OSS/BSS, while maintaining the accuracy of data.

“Velocity is our step towards enabling all service providers to practice and maintain lean and agile operations while transforming their systems to provide new services. With Velocity, our customers have a one-stop-shop for all their service fulfillment



needs across wireline, mobile and converged services,” said Mark Nicholson, CTO, Subex Ltd.

Adding to this, Juhani Hintikka, head of the OSS/BSS business at Nokia Siemens Networks said, “This combined solution brings together the best technology and expertise in the industry from leaders in mobile and converged fulfillment. We look forward to working with Subex to help service providers with easy and efficient provisioning of next-generation mobile and converged services.”

The solution’s modular architecture allows mobile service providers the flexibility to upgrade their systems to include order management, inventory/network resource management, device and data integrity management as and when the need arises. Further, providers can add the residential broadband service activation functionality to enable the delivery of converged services.

Leading service providers around the world turn to Subex to deliver innovative service bundles, improve provisioning process automation, reduce time-to-market and adopt lean operating principles.

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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 300 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 6696 4157

[harshita.nair@subexworld.com](mailto:harshita.nair@subexworld.com)

**Further information:**

Shivaram Lakshminarayan at Genesis Burson-Marsteller PR

tel: +91 9986362431

[shivaram.l@bm.com](mailto:shivaram.l@bm.com)