

## Introduction

Optima™ Route Optimization System is designed to provide operators with the tools to manage network cost information supplied by other operators. Additional analysis on the impact of current operator tariffs as well as forecasts on potential future operator tariffs is also featured. The system is capable of taking into account factors such as call quality, rate information, capacity and network costs in calculating the optimum choice of operators.

Optima ensures that the entire end-to-end processes from dial code/destination operator rate imports to switch updates is controllable and auditable. Optima supports a comprehensive list of reports, and while it generates an optimized routing table, Optima also provides an integrated management of the routing table changes across multiple business functions. The automated routing management functionality converts the routing table into MML script for either manual or automatic implementation on the switch.



## Business benefits

### Rapid response to changing market conditions

Operator rates are changing constantly and at short notice, with new agreements frequently being signed up. Optima provides operators with the tools to manage interconnect rate information supplied, determine the optimum choice of operators, and implement the routing changes in an efficient and timely manner.

Responding rapidly to the changing market conditions can ensure subscribers benefit from a high quality of service at competitive rates, thus driving customer loyalty.

Optima provides a complete routing optimization solution enabling operators to take advantage of routing changes immediately, leading to increase in profit margin.

### Reduced total cost of ownership

Optima is designed as a modular system enabling operators to invest in only those software elements that are required. This reduces the initial system cost, and allows additional modules to be easily added at a later date if the business demands it.

Through the use of Optima's automated rule-based processes, the number of manual data entries can be significantly reduced, which in turn increases the productivity of the rates management and switch provisioning teams, also reducing the chances of errors.

Optima supports IP-based business models, giving maximum commercial flexibility – from the simplest peering and transit through to complex variable rate services, bandwidth trading and VoIP.

### Optimize network capacity

Routing traffic through operators with poor network capacity will lead to a number of inefficiencies including a reduction in overall service quality, poor profitability and dissatisfied subscribers. Optima optimizes the routing table by utilizing the circuit details for incoming and outgoing suppliers. Accurate route optimization relies upon effective traffic forecast rules, which can be easily defined. Once capacity information is known along with these forecast trends, the routing table can be optimized. Optimizing the network capacity is essential for carrying high-margin traffic which requires high standards of Quality of Service (QoS).

## Proactively manage network quality

Optima allows operators to define quality threshold levels per service type. It utilizes aggregated quality data and identifies suppliers and destinations where performance is failing to meet the listed threshold levels. This allows operators to meet agreed service quality laid out in subscriber service level agreements. By using higher quality operators, call rate success is more, resulting in improved revenues and margins.

## Identify most profitable routes with ease

Optima's comprehensive reporting and analysis capabilities enable operators to identify and monitor the performance of each traffic route. Operators can create and save their own reports and drill-down from the high level data. This provides operators with visibility of route performance, and by projecting margins per route and per subscriber, Optima enables operators to become more responsive to routing changes.

### About Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization and Service Agility - thereby enabling them to better 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 enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect / inter-party settlement.

Subex's customers include 36 of the world's 72 biggest\* telecommunications service providers. The company has more than 300 installations across 70 countries.

\* Forbes' Global 2000 list, 2009

For more information please visit [www.subexworld.com](http://www.subexworld.com)



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