

For Immediate Release

June 04, 2015

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### Subex and Mobily awarded the prestigious Global Telecoms Business Innovation Awards 2015 under the 'Business Service Innovation' category

London, UK – Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), announced that it has been awarded the Global Telecoms Business Innovation (GTB) Awards 2015 along with Mobily in the 'Business Service Innovation' category for Fraud Management in a dynamic environment.

The Global Telecoms Business Innovation Awards have been in existence since 2007 and recognizes innovations that contribute to improved business efficiencies in the telecoms world. This is the fourth time Subex has won the prestigious GTB Innovation Awards.

Subex and Mobily entered into a strategic partnership program with the objective of consolidating Fraud Management operations to enhance fraud prevention for the operator's mobile and internet services. The project helped Mobily in tackling challenges relating to resources, processes and IT which are inherent to large operators with growing subscriber numbers.

**Hashem H. Sharrab, General Manager IT at Mobily** said, "In Subex we have found a partner who can take the next level of fraud management challenges successfully. This move was critical for us with our expanding footprint and exponentially increasing number of subscribers. The Managed Services engagement with Subex empowered us to optimise resources and focus on our core business and strategic initiatives. We are pleased with the highly skilled Subex team who handled the engagement with continuous improvements".

**Vinod Kumar, Chief Operating Officer, Subex**, said, "It is an honour to have won the prestigious Global Telecoms Business Innovation Award along with Mobily. The engagement was aimed to achieve proactive fraud management while optimising resources and allowing Mobily to focus on their core areas. The success of the project is a result of collaborated efforts from different teams in both Subex and Mobily."

**Alan Burkitt-Gray, Editor, Global Telecoms Business** said, "This is the ninth time we've run our Innovation Awards and each year we've seen that the industry is working harder and harder to deliver exciting and innovative services to its customers worldwide. Congratulations to Subex and Mobily. The industry is seeing a wave of innovation which is making a huge difference, to the companies working in the industry and to all of us in business and as consumers. They are making such a difference to the world. We want to celebrate what they are doing."

The Global Telecoms Business Awards, now in their ninth year, acknowledge innovation and excellence across the worldwide telecommunications industry.



With more than 100 global installations, ROC Fraud Management enables CSPs to increase fraud prevention in the telecom industry by eliminating known frauds, uncovering new fraud patterns, minimizing fraud run time, augmenting internal controls, and supporting continuous fraud management process improvements. It detects known fraud types and patterns of unusual behaviour, helps investigate these unusual patterns for potential fraud, and uses the knowledge thus generated, to upgrade and protect against future intrusions.

#### About Subex Limited

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business and Capex Optimisation - 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, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement. Subex also offers a scalable Managed Services program with 30 + customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management.

Subex's customers include 29 of top 50 operators\* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

\*Total Telecom Top 500 Telecom Brands, 2013

#Forbes' Global 2000 list, 2014

