



**Subex Limited**  
(CIN: L85110KA1994PLC016663)  
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June 4, 2014

To  
The Manager – Listing  
BSE Limited  
Phirose Jeejeebhoy Towers  
Dalal Street,  
Mumbai – 400 001

Dear Sir/Madam,

**Sub: Press Release**

As per clause 36 of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on June 4, 2014.

Thanking you

**Yours truly,  
For Subex Limited**

  


**Hemalatha N  
Associate Company Secretary**

Encl: As above.



**For Immediate Release**

**June 04, 2014**

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**GO selects Subex's industry leading ROC® Revenue Assurance and Fraud Management solutions**

*Unique Hybrid Business Model (Managed Services and Licensing) to be followed*

**LONDON, UK** - Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), has announced that the company has been selected to provide its industry leading ROC Revenue Assurance and Fraud Management solutions in a hybrid model by GO, a leading provider in Malta. The terms of the hybrid model contract would entail an initial Managed Services deployment period after which it will be converted into a license model engagement.

Subex's leadership and domain expertise in the Revenue Assurance and Fraud Management space were seen as key value drivers during an intense vendor evaluation process.

Kelvin Camenzuli, Chief Technical Officer, GO plc said, "Protecting revenues across our telecoms offerings has always been a key focus and that was the decisive factor for choosing Subex's ROC Fraud Management and Revenue Assurance solutions. Subex's experience in the global revenue assurance space is unparalleled and we are confident that this engagement will enable us to enhance our business in a more effective manner".

"This is an extremely unique win for us. A hybrid model of this nature has never been tried before in our space. Our technological innovativeness and product superiority played an important role in helping us win this deal. We look forward to an interesting and fruitful partnership with GO", said Vinod Kumar, Chief Operating Officer, Subex Ltd.

Ingrid Azzopardi, Group Internal Auditor, GO plc explained that, "Thanks to the investment in Subex ROC Fraud Management, GO plc is better equipped to detect at

**Press release**



an early stage any irregularities on its network and to protect its customers from fraudulent activity on their service”.

“Subex Revenue Assurance module has provided GO the opportunity to consolidate an end-to-end assurance for identified services provided to its esteemed customers” commented Pierre Debrincat, Senior Manager Financial Control, GO plc.

Subex's ROC Revenue Assurance is the industry's first revenue assurance solution that simplifies RA. The solution helps customers in addressing revenue assurance challenges inherent to individual service verticals: Wireless, Fixed, Cable MSPs, and MVNOs. It also helps them address revenue assurance across multiple functional areas such as service fulfillment, usage integrity, retail billing, interconnect/wholesale billing, and content settlement in addition to revenue management in marketing, campaign management, offer development and lead management. This in-turn enables customers to dramatically reduce the time required to implement or extend the coverage of their revenue management system and practices.

Subex's ROC Fraud Management solution ensures a rapid return on investment (ROI) by offering the strongest fraud management capabilities, increasing compliance, reducing risk, and providing economies of scope. Subex's detailed business benefit modeling tools allow customers to determine ROI, build reliable business cases, and explicitly see the value that our solution can bring to their business.

- Ends -

#### 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<sup>®</sup>) – 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 has awarded Subex the Best Product/ Service 2013 award. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra; 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, 2013*

## About GO

GO is Malta's first quadruple play operator, a truly converged and integrated communications and entertainment company with a wide range of services. As Malta's leading provider of telecommunications services, GO offers fixed phone, mobile telephony, broadband internet services, digital tv, in addition to business-related services like data networking solutions, business IP services, managed and co-location facilities. GO powers over 500,000 customer connections and services – thus making it the largest communications provider in Malta.

GO has been in the business of communications for the past 30 years and its major shareholder is Emirates International Telecommunications LLC (EIT), a joint venture between TECOM Investments and Dubai Investment Group – both part of Dubai Holding. The remaining shares are traded on the Malta Stock Exchange.

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

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