



**For Immediate Release**

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**Subex bags 5 global customer deals worth USD \$10 mln**

*Major wins for company's industry leading ROC Revenue Assurance, Fraud Management and Credit Risk Management solutions as Managed Services*

**Bangalore, India** – Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), announced that it has won five new customer deals, worth USD \$10 million, across key emerging markets.

Subex participated and won these highly competitive bids against competition to provide its industry-leading Revenue Assurance, Fraud Management and Credit Risk Management solutions, few of them as Managed Services. Two of the wins are from APAC, two from North Africa and one from the Middle East.

**Vinod Kumar, Chief Operating Officer** said, "We have started the new year strongly. We have been on top of the pack winning highly competitive bids. These wins give us great impetus to remain focused on larger opportunities as we continue to make investments in key markets and expand our footprint. With renewed focus on our core products and with increased market momentum for our ROC Asset Assurance solution, we are fairly optimistic of growth in *Subex 2.0*."

ROC Revenue Assurance is the telecom industry's first revenue assurance solution that simplifies RA. It tackles critical challenges across the entire revenue chain with ease and offers two path breaking concepts: RevenuePad and Zen; which simplifies and speed up the process of revenue recovery. It helps customers in addressing revenue assurance challenges inherent to individual service verticals: Wireless, Fixed, Cable MSPs, and MVNOs. This industry leading solution continues to help add value to the business of telecom services providers globally across 6 continents.



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ROC Fraud Management from Subex is built to drive fraud prevention by eliminating known frauds, uncovering new fraud patterns, minimizing fraud run time, augmenting internal controls, and supporting continuous fraud management process improvement. ROC Fraud Management identifies potential fraudsters by pre- and post-acquisition profiling. The solution enables real-time responses to suspected fraud cases and uses adaptive artificial intelligence (AI) techniques to prioritize and qualify its fraud alerts.

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#### About Subex Limited

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business 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 Centre (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 Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award for 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<sup>†</sup> telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

\*Total Telecom Top 500 Telecom Brands, 2013  
<sup>†</sup>Forbes' Global 2000 list, 2013

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

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