

Press Release

5 March 2008

Subex enhances deployment flexibility for service provider route optimization solution, simplifying delivery of higher margin services

Bangalore, INDIA: Subex Limited, a leading global provider of Operations Support Systems (OSS) for communications service providers, today announced the launch of Optima^(TM) 4.5, a new version of its Route Optimization system designed to help telecom operators better manage network cost information, analyze the impact of current operator tariffs and provide forecasts on future operator tariffs.

The key new feature in this latest version of Optima is the support of Oracle Database 10g, one of the most widely deployed enterprise databases in the telecom industry. With the product currently supporting SQL, the new Optima version offers service providers with increased options when choosing among the two leading database systems.

“With service provider rates changing constantly – and often at short notice – it’s important to provide a solution that responds quickly to such shifting market conditions so that our customers’ subscribers can benefit from a high quality of service at competitive rates,” said Anuradha, Senior VP - Engineering, Subex Ltd. “Oracle 10g helps providers reduce costs and speed the time to market for new services, so offering the ability to support Oracle 10g was a top priority for this rollout as it helps us better serve our customers and expand our reach of this important product.”

Optima is part of the Rocware suite of solutions, supporting the concept of the Revenue Operations Center (ROC) – a consolidated framework of systems that enables advanced revenue management, cost control and profit enhancement. Optima is designed as a modular system enabling service providers to invest in only those software elements required for their specific needs. This reduces the initial system cost and allows additional modules to be easily added at a later date if the business demands it.



As with all solutions in the Subex Revenue Maximization product suite, Optima helps service providers optimize their margins and promote lean operating principles.

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About Subex Limited

Subex Limited is a leading global provider of Operations Support Systems (OSS) 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 150 installations across 60 countries.

For more information please visit 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.

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