

Press Release

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Subex paves the way for proactive fraud management with Nikira 7.0

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS), today announced the launch of Nikira™ V7.0 the next version of its industry leading fraud management solution. The new version provides operators with next generation fraud management capabilities for proactive fraud management through early detection of internal and external fraud.

Nikira V7.0 comes with enhanced fraud management capabilities with increased scope and scalability. The most significant enhancement to this new version is eFingerprinting, marking the next generation of fraud management. This patent-pending approach introduces behavioural mechanisms of detecting fraud early, enabling proactive fraud management. Unlike the existing profiling solutions that focus only on subscriber related checks, eFingerprinting allows operators to profile and study behavior around any entity that they feel will impact revenue – internal users, credit cards or even cellsites. This offers a vast range of practical applications like post acquisition subscriber checks, internal fraud detection, detecting defaulters and the like.

“We believe that this truly innovative approach to fraud management provides flexibility and ease of operation to reduce fraud losses”, said Anuradha, Senior Vice President – Engineering, Subex Ltd. “We are proud to launch this new version of Nikira, which is sure to empower operators to detect fraud much more efficiently, while saving cost and reducing risks, paving the way for lean operations”, she added.

Nikira 7.0 comes with a new look and feel. Some of the other unique features include:

- **Reinforced Rules Engine:** The powerful and flexible rules engine lend Nikira a high amount of adaptability and configurability necessary to detect more complex fraud behaviours in general and bypass fraud in particular.
- **Internal Affairs:** Nikira V7.0 ensures protection from internal fraud by providing an independent environment that can assess data feeds from a

number of internal systems and through a comprehensive logging of user activities

- **Workflow and usability:** Sophisticated workflow management enabled with SOA-based interoperability take complexity out of the detection and investigation process. The product significantly improves usability through an improved manual grouping of subscribers, rule management and improved reporting characteristics, among others.

Nikira detects known fraud types and patterns of unusual behavior, helps investigate these unusual patterns for potential fraud, and uses the knowledge thus generated to upgrade and protect against future intrusions.

Leading service providers around the world turn to Subex to combat fraud, conduct revenue assurance, correct configuration and interconnect billing errors, and manage third-party relationships to maximize margins and adopt lean operations.

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About Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) 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 300 installations across 70 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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