

**Press Release**

**23 May 2007**

## **SUBEX AZURE LAUNCHES NIKIRA V6.0**

**Bangalore, India:** Subex Azure Limited, a leading global provider of OSS solutions for telecom operators, today announced the launch of Nikira V6.0, the latest version of its leading fraud management system. Nikira helps wireline and wireless telecom operators to detect and investigate both traditional and next-generation frauds in order to prevent revenue leakage. The Operator Attitudes to Revenue Assurance 2006 survey, conducted by UK based telecom analyst firm Analysys, revealed that an operator on an average loses around 4 per cent of its annual revenue due to fraud.

Part of the Rocware™ suite of revenue maximization solutions, Nikira V6.0 will enable telecom operators to guard against malicious fraud attacks on next-generation services with greater efficiency and without a substantial increase in operational cost. The solution is also geared towards increasing analyst productivity in the next-generation environment.

The new features & benefits available in Nikira V6.0 will:

- Provide a more powerful fraud management system for fraud managers and analysts. Based on the rules engine enhancement, it is now possible to raise alarms on any information contained within the data sources including IMSEI (International Mobile Station Equipment Identity), IP Address, Cellsite (a unit of area covered under a network tower as a subscriber moves from one locality to another), Trunk id (a field in the Call Detail Record - CDR), etc. This gives an analyst much needed flexibility to investigate complex next-generation fraud cases.
- Enable the fraud analyst to identify and reduce false alarms and thereby concentrate on fraudulent alarms with more probability of catching a fraud. This is done using an advanced artificial intelligence technique based on the Hidden Markov Model, a statistical model which is being uniquely used on Nikira V6.0. Nikira is the first fraud management system in the industry to use

AI techniques for the fraud analysis stage rather than only at the detection stage.

- Make life easier for fraud managers through a web-based, easy to navigate interface and several “single-click” functions
- Take advantage of a new scalable platform, which can not only scale up to support the increasing customer base, but is also equipped to handle newer fraud types.

Geoff Ibbett, Director of Product Management at Subex Azure said, “Nikira V6.0 comes with the dual advantage of detecting newer and more complex frauds, while increasing the productivity of the fraud analyst, at the same time. While building on the performance improvements of previous version, the new platform also provides a logical upgrade path for the existing customer base – if they want to be “Next-Generation-Ready”

Nikira V6.0 is market ready.

**-ENDS-**

#### **About Subex Azure Ltd.**

Subex Azure is a leading global provider of OSS solutions with a mission to empower telecom operators 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 and integrated infrastructure for end-to-end monitoring, measurement and control of the operator's revenue chain - to foster operational dexterity and hence sustained profitability.

Subex Azure's software portfolio powers the ROC and its best-in-class solutions enable new service creation, subscriber-centric fulfillment, provisioning automation, revenue assurance & cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex Azure's customers include 32 of the world's 50 largest telecom operators by revenue. The company has more than 150 installations in over 60 countries. Subex Azure was named in the prestigious Deloitte Technology Fast 500 Asia Pacific 2006 list of companies, underlining the company's growth and leadership status.

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

#### **Forward Looking and Cautionary Statements**

Certain statements in this release concerning Subex Azure'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 Azure's products and services, Subex Azure's ability to implement its growth strategy, competition in Subex Azure's areas of business and general economic conditions affecting the telecom industry.

**Further information:**

In Europe or Asia please contact Alex Crawshaw or Kate Bonner at Catalysis  
tel: +44 (0)20 7101 7333 / 7326  
alex.crawshaw@catalysis.co.uk / kate.bonner@catalysis.co.uk

In the U.S. please contact Guy Murrel at Catapult PR-IR  
tel +1 303-581-7760  
gmurrel@catapultpr-ir.com

In India please contact Shivaram Lakshminarayan at Genesis Burson-Marsteller PR  
tel: +91 9886136796  
shivaram.l@bm.com