



Press release

November 13, 2006

## **SUBEX AZURE UNVEILS INTEGRATED PLATFORM FOR REVENUE OPERATIONS CENTER**

*Subex Azure to help telecommunications operators capture lost revenues through an integrated software suite and deliver enterprise-wide revenue maximization*

**BANGALORE, India and DENVER** – Nov. 13, 2006 – Subex Azure Ltd, the world's largest provider of revenue maximization solutions for telecom operators, today announced it has successfully integrated its RevMax™ suite of revenue maximization products to enable the “Revenue Operations Center (ROC).” Through its existing product lines, product lines acquired from Azure Solutions and the introduction of its new Risk Management solution, Subex Azure now offers an integrated suite of solutions needed to monitor and manage the entire revenue lifecycle. The RevMax suite includes stand-alone, full functional modules for Revenue Assurance, Fraud Management, Interconnect Billing, Risk Management, Inter-party Settlement and Route Optimization. Importantly, these modules form an integrated system that will help telecom operators capture lost revenue and deliver more value to customers, investors and partners.

“As CSPs introduce more new services the need to accurately track and account for all available sources of revenue becomes key to their business success,” said Larry Goldman, co-founder and analyst at OSS Observer. “The Revenue Operations Center is a means to obtain a complete end-to-end view of the entire revenue stream, allowing operators to proactively identify and correct revenue problems across the enterprise.”

Subash Menon, Founder, Chairman, Managing Director and CEO of Subex Azure, presented the company's strategy for the ROC at last week's Subex Azure International User Conference. Subex Azure has led the industry in defining and enabling the ROC to

address the growing complexity and associated challenges of running a highly efficient and profitable telecommunications company. Analogous to the Network Operations Center (NOC), the ROC provides a single, integrated view into all aspects of the entire revenue chain. The ROC is a centralized and integrated operations infrastructure to monitor, control and ensure integrity of the entire revenue chain. It brings together what were once disparate practices running in unconnected isolation, including revenue assurance, fraud, risk management, interconnect billing, interparty management and routing optimization.

“Through a series of strategic acquisitions during the past 18 months, including the leading revenue assurance vendor Azure Solutions, we have assembled all of the software ingredients needed to power a full-service, comprehensive Revenue Operations Center,” said Subex Azure founder and CEO, Subash Menon. “Our aim is to evangelize the ROC concept and make it an industry reality. The need exists for a single ROC department and infrastructure that is designed to continually optimize the entire revenue chain – regardless of the technology platform. Our goal is to help make the ROC an established, fully dedicated enterprise function, just like a NOC or CRM system.”

### **About Subex Azure Limited**

Subex Azure Limited (<http://www.subexazure.com>) is the world's largest vendor of Revenue Maximization solutions for telecom operators. Subex Azure pioneered the strategic concept of a Revenue Operations Centre (ROC) - a centralized and integrated operational infrastructure to monitor, control and assure the integrity of the revenue chain. Subex Azure's RevMax™ is an integrated suite of best-in-class software solutions that power the ROC.

Subex Azure is the world's No. 1 vendor for Fraud Management and Revenue Assurance solutions. Subex Azure counts amongst its customers, 23 of the world's largest 40 telcos and has a customer base of over 150 customer installations in more than 60 countries.

Subex Azure has offices in Bangalore, London, Ipswich U.K., Beijing, Denver, Dubai, Ottawa, Singapore and Sydney.

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

Certain statements in this release concerning our 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, fluctuations in earnings, our ability to successfully integrate acquisitions, competition in our areas of business, client concentration, liability for damages in our contracts, withdrawal of tax incentives, political instability, unauthorized use of our intellectual property and general economic conditions affecting our industry.

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

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