



Press Release

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Subex Azure launches new business Ethernet Fulfillment solution

Bangalore, INDIA: Subex Azure Ltd, a leading global provider of Operations Support Systems (OSS) solutions for telecom operators, today announced the launch of Syndesis Business Ethernet Fulfillment Solution, a new offering designed to simplify provisioning for operators providing feature-rich Ethernet services to enterprises.

Subex Azure's Syndesis Business Ethernet Fulfillment Solution enables telecom operators to accelerate the deployment of high-margin Ethernet services. It simplifies the inherent and growing complexity of customer-specific Business Ethernet services and allows operators to tailor Ethernet services to meet business requirements quickly and easily, ensuring higher customer satisfaction and retention. It also helps improve operational efficiencies by eliminating costly network provisioning errors caused by cumbersome manual processes, with automated troubleshooting and maintenance capabilities to help minimize customer downtime.

"This is a production-proven fulfillment solution that accelerates the creation and provisioning of feature-rich Ethernet services for operators' business customers," said Mark Nicholson, CTO of Subex Azure. "It enables service providers to address the requirements of large enterprises as well as Small-Medium Enterprise (SME) customers. We sought to ensure that the solution was optimal for the complexities of Ethernet deployments and we aimed to simplify all aspects of the service provisioning process for VPNs, Metro Ethernet and Carrier Ethernet Services."

To accelerate Ethernet service deployment and enable cost-effective service delivery automation, the Syndesis Business Ethernet Fulfillment Solution leverages off-the-shelf, industry-leading interfaces that support network elements from Alcatel-Lucent, Cisco and others. The flexibility of the solution also ensures that it can be easily integrated with existing processes and OSS systems using open interfaces, or with additional components from the existing Syndesis Fulfillment suite, including order management and technical workflow, data integrity management and adaptive resource management products.

Reliability, ease-of-use and proven best-practices have made Subex Azure's Syndesis suite of Fulfillment solutions an industry leader. All Syndesis Fulfillment products are built on production-proven solutions perfected in the industry's most prominent next-generation Service Fulfillment projects. This industry-leading track record of success is why these solutions are central components of both residential broadband services (e.g., Triple-play/IPTV) and business services (e.g., Carrier Ethernet).

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About Subex Azure Limited

Subex Azure is a leading global provider of Operations Support Systems (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

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

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