



Press release

8 January 2007

**SUBEX AZURE ANNOUNCES NEW BRAND IDENTITY FOR ITS
INTEGRATED SUITE OF REVENUE MAXIMIZATION SOLUTIONS**

*Portfolio re-branding emphasizes the company's evolution as a leading vendor
of revenue maximization solutions for telecom operators*

Bangalore, INDIA: Subex Azure Limited, a leading vendor of revenue maximization solutions for telecom operators, today unveiled the new identity for its integrated suite of software solutions. Subex Azure has named its solution suite as Rocware™. The six solutions that form the Rocware suite have also been re-branded to reinforce the global nature of the company's business. This initiative represents a significant milestone in the company's effort to integrate overlapping solution offerings following its acquisition of Azure Solutions Ltd. in June 2006 and aims to reinforce customer confidence in these ongoing efforts.

Sanjeev Gadre, Senior Director, Marketing, said "This announcement comes at a time when we seek to address a robust, global marketplace for revenue maximization solutions. The new brand identity clearly articulates our compelling vision of the Revenue Operations Center".

"The company's sales force and business partners will undergo extensive training to understand the value and strength of the new names and our customers can expect continued expertise, stability, quality and support from Subex Azure, wherever in the world they may be" added Sanjeev.

Subex Azure recognises that telecom operators will establish, in the near future, a strategically important Revenue Operations Center (ROC). The company would like to position its solution suite as the *software* heart that powers the *ROC*. With this as the central thought, Subex Azure chose the name Rocware for its solution suite.

To reinforce the global nature of the company's business, the names chosen for individual solutions that form the suite are terms from some of the world's classical languages. The terms chosen reinforce individual product's emotive functional appeal, for example, the Revenue Assurance System will now be known as Moneta which is a Latin term for money. The look and feel of the logos has been chosen to communicate technology and modernity.

Rocware brings together following industry leading solutions:

- **Monetaä** – (formerly the Subex Azure Revenue Assurance System - SARAS), Moneta is a complete revenue-assurance (RA) solution designed to tackle critical revenue-assurance challenges across the entire revenue chain, which offers a set of pre-configured solution templates that address RA issues across a variety of areas.

- **Nikiraä** – (formerly the Subex Azure Fraud Management System - SAFMS), Nikira is an advanced fraud management system in the telecom space, which enables operators to detect both known patterns and unusual fraud types in all environments, using rules-based alarms and artificial intelligence driven pattern matching to identify unusual behaviour.

Nikira is adapted from the Sanskrit term *nicira* meaning attentive/vigilant

- **Preveaä** – (formerly the Subex Azure Risk Management System - SARMS), Prevea helps telecoms operators quickly assess the liability or risk posed by its customers – from initial credit assessment and service activation to ongoing usage and payment/late payment recovery cycles – and reduces unrecoverable revenues.

Prevea is adapted from the Spanish term *previo* meaning to foresee.

- **Conciliaä** – (formerly the Subex Azure Interconnect Billing System - SAIBS), Concilia is a highly flexible and scalable product, which enables operators to quickly and accurately settle interconnect agreements with their network partners and gives operators the ability to adapt to rate changes quickly enabling them to manage costs and revenues much more effectively.

Concilia is adapted from the Latin term *concilium* meaning bringing together.

- **Symphonaä** – (formerly the Subex Azure Interparty Management System - SAIMS), Symphona enables operators to bill their customers and settle with their

partners on a single modular platform. Its unique architecture allows calculation of multiple charges for each transaction, and the correlation of retail revenue with interconnect cost.

Symphona is adapted from the English term *symphony*.

- **Optimaä** – (formerly the Subex Azure Routing Optimization System - SAROS), Optima is designed to provide operators with the tools to manage network cost information supplied by other operators. The system is capable of taking into account factors such as call quality rate information, capacity and network costs in calculating the optimum call route operators.

Optima is a Latin term meaning one of the best.

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About Subex Azure Ltd.

Subex Azure Limited (<http://www.subexazure.com>) is a leading vendor of revenue maximization solutions for telecom operators. Subex Azure pioneered the strategic concept of Revenue Operations Center ("ROC") for telecom operators, which is a centralized and integrated platform from which operators can assess, address and correct all aspects of their revenue maximization processes. Subex Azure's Rocware™ is an integrated suite of software solutions that "powers the ROC."

Subex Azure's customers include 23 of the world's 40 largest telecom companies by revenue, and it currently serves, or has served, over 150 customers spread across more than 70 countries.

Subex Azure has been chosen among the prestigious Deloitte Technology Fast 50 India 2006 and Deloitte Technology Fast 500 Asia Pacific 2006 lists of companies, a reaffirmation of its growth and leadership status.

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

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.

For more information on Subex Azure, please visit www.subexazure.com

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