

**Press release**

**May 21, 2007**

## **SUBEX AZURE LAUNCHES NEW VOIP FULFILLMENT SOLUTIONS**

*Operators can quickly deploy new business and consumer VoIP services to maximize profits and gain a competitive edge*

**Bangalore, INDIA:** Subex Azure Limited, a leading global provider of OSS solutions for telecom operators, today announced two new additions to its fulfillment solutions suite, Syndesis Business VoIP Express and Syndesis Consumer VoIP Express. Subex Azure's Fulfillment Solutions will help telecom operators rapidly create and cost-effectively deliver advanced network and application services that drive profits and customer growth in today's increasingly competitive telecommunications marketplace.

The VoIP Express solutions are subscriber-centric fulfillment bundles that accelerate the creation and automate the complex provisioning of VoIP offerings tailored to the business or consumer markets. With an extensible, multi-service platform at the heart of the VoIP Express solutions, telecom operators can achieve shorter time-to-market for innovative VoIP services while laying the foundation for a variety of advanced offerings, such as IPTV, N-Play bundles, software-as-a-service and other hosted applications. The solutions are designed to provide support for leading VoIP and next-generation solution vendors, including Broadsoft and Sylantrio.

The product enables flow-through automation and integrated management for hosted VoIP services, including customer premises equipment (CPE) management and coordination of IP-PBXs, Media Gateways, Feature Servers, and Softswitches, as well as the data network. Business VoIP Express allows end-user customers to tailor business voice services in real-time, defining features and preferences such as 4-digit dialling, hunt groups, direct inward dialling, voice mail and per-service trunking – all without manual intervention by the telecom operator. Its unified platform design allows operators to easily launch and deliver various business services, including hosted VoIP, IP-VPNs, software-as-a-service, hosted applications and more – speeding new services to market while improving operational efficiencies.

It also enables flow-through automation and integrated management for consumer VoIP and N-Play services, supporting peak demand, subscriber self-serve and the spontaneous impulse purchase of dynamic offerings, while providing true end-to-end fulfillment control, including CPE and residential gateway management. With Consumer VoIP Express, telecom operators can take VoIP beyond standard low-margin voice, delivering consistent service quality and compelling service bundles. It helps operators shrink development time frames for new offerings, such as Double-, Triple-, Quad-, or N-Play bundles, and speed innovative services to market to leapfrog the competition.

Subex Azure will conduct demonstrations of these new products alongside Alcatel-Lucent at the upcoming TeleManagement World conference (booth #96) in Nice, France, May 20-24, 2007. Subex Azure's fulfillment solutions are a central component of Alcatel-Lucent's OSS portfolio for Triple-Play and next-generation services.

Both the products share common technologies that allow operators to:

- Accelerate VoIP solution deployment and minimize project risk with a fulfillment platform that is flexible, production-proven and features off-the-shelf support for leading VoIP vendors
- Automate fulfillment for both hosted business offerings and consumer VoIP and N-Play services
- Turn networks into a competitive advantage with intelligent, end-to-end fulfillment that adapts connectivity to the often fluid needs of application- and content-based services and higher-level applications
- Leverage open service configurations for better subscriber customization and control, improving customer satisfaction with self-service portals and on-demand feature changes that enable "sticky" services tailored to the "market of one"

"As operators look to differentiate themselves with new and innovative services, speed to market and customer satisfaction are critical success factors," said Mark Nicholson, CTO for Subex Azure. "Building on the strong momentum of our Express fulfillment platform, we are now focussed on helping customers deliver VoIP services faster and with much less risk. You can expect the Subex Azure Express suite of



service fulfillment solutions to grow as we continue to simplify many of the most difficult operational challenges facing the telecommunications industry.”

For more information about Syndesis Business VoIP Express and Syndesis Consumer VoIP Express please visit [www.subexazure.com](http://www.subexazure.com) or visit the company at TeleManagement World in booth #51.

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**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.

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