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# Subex to sell activation business to NetCracker

N VASUDEVAN

Bangalore

BANGALORE-BASED telecom software maker Subex has signed an asset purchase agreement with NetCracker, part of the \$40 billion NEC group, to sell its activation business and turn focus on core products. The terms of the sale were not disclosed.

The company called it a strategic decision and said the renewed focus will en-

able it to grow its revenue over 20 per cent annually with positive growth in Ebitda.

Revenue operations centre (ROC) solutions — revenue assurance, fraud management, partner settlement, data integrity management — and managed services are Subex's core businesses. Subex activation business consists of a service fulfillment solution — net provisioning, net-optimizer and vector.

**The company will be using sale proceeds to pay off debt and for operating expenses**

Subash Menon, founder chairman, MD and CEO, said: "The market is changing and so are the operator's needs to remain competitive. The market's evolution is towards solutions that allow CSPs to combine data with insights to trigger customer-centric near-real time decisions. This enables operators to deliver superior customer experience profitably. Being the leader in the business optimisation space, Subex is strategically

positioned to take advantage of these growth areas through its ROC and managed services portfolio. Hence, we have taken a strategic decision to focus on our core products."

The company will be using sale proceeds to pay off debt and for operating expenses. Subex said its current qualified pipeline for the continuing business is worth \$350 million.

nvasudevan  
@mydigitalfc.com