



ROCware Capacity Management

Use ROCware Capacity Management to prevent performance/availability issues on business critical applications and improve customer experience

In the current telecom industry which is experiencing explosive and unpredictable data growth, Communications Service Providers (CSPs) are finding it very difficult to manage capacity resources to ensure that business critical applications or customer experience is not affected. Almost every operator is expanding their network, provisioning large number of services and customers on their network assets without a proper view of what the network actually looks like, which often resulting in issues. CSPs generally tend to use an inventory approach to manage their capacity but with the inventory not being in constant sync with the network, it is difficult to allocate resources efficiently. CSPs globally are being affected by this and there is a need to effectively predict where and how much spending is needed to stay ahead of this capacity consumption.

ROCware Capacity Management addresses the issues mentioned above by enabling CSPs to leverage critical network data to drive a more efficient and real-time approach to capacity management. ROCware provides the critical link between network discovery and predictive analytics to identify capacity 'hot-spots' and also predict 'time-to-exhaustion'. This ensures removal of capacity issues and ensures smooth operation of business critical applications thereby resulting in positive customer experience. An efficient capacity management solution would help operators through a considerable reduction in capacity spend and would also make sure that the CSP is not 'operating blind'

ROCware helps operators undertake a predictive approach to understand their capacity issues

Collect, compare and effectively report on network capacity growth

ROCware enables to collect data from different (multi-vendor) network resources, normalizes them and presents in a format which can be easily understood so that the CSPs can compare the capacity values and take appropriate decisions based on them. This helps in reduction of manual effort and also costs which are incurred in individually collecting and interpreting data from various cell sites.

Get accurate data projection based on consumer trends

ROCware has the ability to determine in near real-time the trend of capacity consumption based on subscriber usage of data and services. CSPs are generally equipped with a historical view of trends which indicate what has happened and take a reactive approach after the issue has already taken place. ROCware goes a step further and displays the capacity usage in near real-time which would then allow them to understand and relatively accurately predict what is going to happen in the future. This kind of a proactive approach would enable them to prevent capacity management issues from cropping up.

Accurately report Time-to-Exhaustion

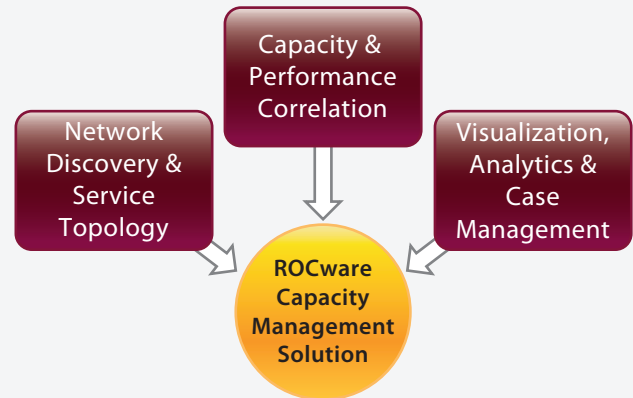
ROCware accurately reports (in real-time) the remaining time before network and service congestion impacts the CSP. This immensely helps operators avoid a situation in which they run out of capacity before completing their network upgrades due to changes in consumption

patterns that are not known during planning time.

Link future decisions to profitability

ROCware has a 'what-if' modeling capability which enables CSPs to measure impact on capacity based on scenarios as desired by the CSP. These scenarios could be additional resource allocation, subscriber consumption or new product introduction, ROCware enables CSPs to measure the impact of such changes and identify potential capacity hotspots which would then help them in planning and redistributing capacity accordingly. This would also help them to justify new/additional CapEx spends.

ROCware Capacity Management Solution Components



About Subex

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers.

The company pioneered the concept of a Revenue Operations Center (ROC®) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, credit risk management, cost management, route optimization, data integrity management and interconnect / inter-party settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for four consecutive years according to Analysys Mason (2007, 2008, 2009 & 2010). Business optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry's first successful Risk Reward Sharing model for Fraud Management.

Subex's customers include 16 of top 20 wireless operators worldwide* and 26 of the world's 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

*RCR Wireless list, 2010

#Forbes' Global 2000 list, 2010

For more information please visit www.subex.com

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