



ROCware Product Performance Management

Use ROCware to monitor the performance of newly launched products, and make informed decisions to improve uptake and customer experience

In a telecom market characterized by rapidly diverging customer tastes and acute competition, delivering new products and services rapidly and cost-effectively is critical to the profitability and growth of communication service providers. However, our experience shows that many service providers lack reliable information on the delivery and financial performance of newly launched products. This lack of information creates a situation where they are ‘shooting from the hip’—investing in marketing and / or sales training in attempts to address observed symptoms such as service delivery delays or poor uptake.

ROCware addresses this challenge by enabling service providers to monitor the overall health of the product and track progress against targets. It collects real time quote-to-cash data, compares these metrics to target service level agreements, and trends key performance indicators (KPIs) over time to provide the service provider complete visibility into the performance of service delivery functions and quickly isolate problem areas requiring attention. It also tracks financial performance metrics such as ARPU, AMPU, acquisition costs, fixed and variable costs that contribute to real time monitoring of product performance and also provide the necessary elements to track progress against financial targets.

ROCware improves product performance through informed decision making

Maximize uptake, revenue and profitability of new products

ROCware enables you to constantly monitor compliance of the desired outcomes of a new product launch, such as the actual versus anticipated margin goals. It analyzes trends in the outcome data to predict deviations before they occur (such as margins not succeeding in the future, even though

they are on track today). Not only that, it lets you identify root causes, evaluate alternative solutions and correct potential problems in near-real-time, before they can dramatically affect the bottom line.

Improve responsiveness to external and internal changes

ROCware constantly monitors the assumptions upon which the original product launch decisions were based, to ensure that they continue to hold, or let you act if they don't. If a tariff was set based on a competitor's pricing, for instance, and that pricing changes, then you may need to select a new tariff. If a new system was deployed assuming a particular cost structure, and that cost increases, then you may wish to change its investment to another system.

Improve the customer experience

By carefully tracking, in real-time, a number of metrics related to service delivery, ROCware ensures that rollout problems can be readily detected and repaired. In many cases, problems can be detected before they are visible to the customer and resolved preemptively.

Link investments to profitability

Employing ROCware's "What if" modeling capability, service providers can now project the impact of additional investments in opex, capex or acquisition cost, and how those investments would affect profitability in the short, medium and long term.

Understand tomorrow's margins today

ROCware gives you unprecedented visibility into product margins. You can forecast costs and margins for the short, medium and long term, and act now if those forecasts do not meet expectations.

The “ROCware” in ROCware PPM

ROCware is Subex’s revolutionary business response platform that harnesses the wealth of operational data you have, transforms it into actionable information, and then lets business users act on it – all in near-real-time. It provides the ability to correlate cross domain information and extract additional value from near real time operational data. Using ROCware, service providers can:

- Collect and analyze data from disparate sources
- Use Fuzzy Logic to correlate across domains with data challenges
- Analyze and report on information correlated from many domains
- Define analytic classifiers to group customers based on behavior
- Predict future events and act on them today
- Set thresholds on cross domain data combinations (e.g. Margin)

- Initiate workflows based on KPIs placed at any level above

Other ROCware solutions include:

- ROCware Margin Driven Management
- ROCware Vision360 (Customer Experience Management and Propensity Analytics)
- ROCware Capacity Management
- ROCware Leased Line Management
- ROCware Prepaid Channel Assurance

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

Subex Limited	Subex Inc.	Subex (UK) Ltd.	Subex (Asia Pacific) Pte. Ltd.
Adarsh Tech Park, Devarabisanahalli, Outer Ring Road, Bangalore - 560037, India	12101 Airport Way, Suite 300 Broomfield, Colorado 80021 USA	3rd Floor, Finsbury Tower, 103-105 Bunhill Row, London, EC1Y 8LZ UK	175A, Bencoolen Street #08-03 Burlington Square, Singapore 189650
Phone: +91 80 6659 8700 Fax: +91 80 6696 3333	Phone: +1 303 301 6200 Fax: +1 303 301 6201	Phone: +44 20 7826 5420 Fax : +44 20 7826 5437	Phone: +65 6338 1218 ax: +65 6338 1216

Regional offices:

Dubai

Ipswich

Sydney

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