

“Managed Services are set to grow in India”

Mr. Sudesh Yezhuwath, Chief Operating Officer, Subex



Your views on future of Managed Services in India. What are the business drivers for growth of managed services in India?

Managed Services are set to grow in India. Vertical separation and commoditization will put pressure on operators to focus on their core business and hence they are likely to move more and more towards managed services. Operators are able to achieve much better efficiencies with managed services, which are aligned to their business targets. Hyper-competition and hence reduced margins are here to stay and efficiency improvement will remain high on operators' agenda.

What are the various services and solutions offered by Subex for Communication Service Providers (CSPs)?

Subex helps CSPs to significantly improve their efficiency by helping them to stop any unwanted revenue leakage and also helps them improve their business velocity by helping them to introduce new products and services faster. Subex, through ROC(TM), provides timely, actionable insight into their business, which in turn helps CSPs to be more agile and dynamic and thus more efficient.

What is Subex worldwide presence? What share of company's total revenue comes from India?

Subex has more than 300 installations with more than 200 CSPs in about 80 countries. Revenue from India is less than 5% of the total revenue.

Five-points which takes Subex ahead of its competitors.

- Thought leadership

“Our challenges would be to ensure that we retain our global thought leadership and ability to help CSPs improve their efficiency.”

- Unique products that meet the CSPs' needs for today and tomorrow

- Worldwide presence and experience in working with CSPs of varying sizes and business models
- Ability to deliver value to CSPs through flexible engagement model that goes from full managed services to license model
- Large workforce with deep domain knowledge

What according to you are the immediate challenges before CSPs? What are Subex offering for CSPs to cope with these challenges?

CSPs are in a phase of their lifecycle wherein they are starting to mature. They are moving from a period of high growth to one of mature pace. This means that margins are shrinking and can only be increased through improved efficiencies as revenue growth will not keep pace with cost escalation. To improve efficiency in operation, CSPs need to be able to manage Customer Experience better, change their business approach to Margin Driven Management etc. The biggest impediment for this today is the lack of timely, actionable data. Data warehouses and business intelligence systems provide data but that can only be used for long term strategic planning and is not meant to be used for short term, operational activities with timeframes of days and weeks. The availability of timely, actionable data will decide whether a telco can be really efficient and Subex's ROC solution provides the telcos with just that. ROC looks at all operational flows and processes within CSPs and provides them with a response platform to continually improve efficiencies.

What are your immediate plans and future targets for Indian market?

Almost all Indian CSPs are our customers and we will continue to build on our presence in the market.

What are the immediate challenges before you?

Our challenges would be to ensure that we retain our global thought leadership and ability to help CSPs improve their efficiency.