

## **Subex Selected as Finalist for Billing & OSS World 2008 Excellence Awards**

Phoenix, AZ, April 23, 2008 — Billing & OSS World magazine and Billing & OSS World Conference & Expo announced today that Subex Limited has been selected as a finalist to receive the Billing & OSS World 2008 Excellence Award for its Syndesis Subscriber-Centric Fulfillment Solution in the Best Service Fulfillment Solution category. The awards recognize the leaders — vendors, service providers and integrators — in the development and deployment of billing and OSS technologies and solutions.

Nominations were open to participating exhibitors, sponsors, speakers and attendees of the Billing & OSS World 2008 Conference & Expo, April 29-May 1, in Chicago. Having received more than 90 submissions, a select judging panel of experts from the billing and OSS community narrowed the field to three finalists per category, including Subex and its Syndesis Subscriber-Centric Fulfillment Solution.

The winners will be announced by Billing & OSS World Group Publisher Mike Saxby and Editor In Chief Tim McElligott at a special ceremony at the Billing & OSS World 2008 Conference & Expo on April 30. Awards will be given in the following categories:

- Best OSS Transformation
- Best Service Assurance Solution
- Best Service Fulfillment Solution
- Best Customer Loyalty Program
- Best Customer Care Solution
- Best Revenue Management Solution
- Best Billing Solution
- Best New Product

Billing & OSS World 2008 Excellence Award winners and runners-up will be featured in an upcoming issue of Billing & OSS World magazine and on the companion Web site, [www.billingworld.com](http://www.billingworld.com).

“Billing & OSS World congratulates all the finalists in this contest. The response to the program was outstanding and the competition intense, so making the cut is by itself a significant achievement and an acknowledgement of Subex’s pursuit of excellence in billing and OSS,” said Saxby.

The Syndesis Subscriber-Centric Fulfillment Solution from Subex forms the core of a future-proofed OSS that evolves with the service providers’ business model. The solution was designed specifically to meet the rigorous demands of next-generation networks, services and subscribers.

Based on the industry’s most comprehensive, wholly integrated OSS platform and empowered by perpetually accurate network and service knowledge, it enables services providers to efficiently and cost effectively consolidate, coordinate and automate service creation and delivery functions across vendors, networks and services, from CPE to content.

Its extensibility and scalability ensure it will be able to support and bundle service offerings that have not yet been conceived. No other solution prepares service providers

to easily solve its problems today with a foundation that also will support tomorrow's market-leading service offerings.

Billing & OSS World 2008 Excellence Award finalists were selected by an independent judging panel, including Ian Scales, independent OSS/BSS journalist and analyst; Jeffrey Cotrupe, CEO, MarketPower LLC; Shira Levine, senior research analyst, OSS/BSS, IDC; Sheryl Kingstone, director, enterprise research and customer centric strategies, Yankee Group; Ed Shanahan, partner, Excelerate Partners Inc.; Paul Hughes, vice president, enabling technologies, Yankee Group; Dan Baker, research director, OSS/BSS KnowledgeBase, Dittberner Associates Inc.; Susan McNeice, senior analyst, Stratecast; and members of the Billing & OSS World editorial team.

For more information on the Billing & OSS World 2008 Excellence Awards, visit [www.billingworld.com/excellenceawards](http://www.billingworld.com/excellenceawards).

### **Billing & OSS World magazine**

Since 1995, Billing & OSS World magazine has been a primary source for coverage and analysis of telecommunications billing and operations support systems — from service creation, provisioning and customer management to fraud management, billing, revenue assurance and more. Published six times a year, Billing & OSS World provides in-depth analysis for executives and billing professionals at communications services provider organizations worldwide.

### **Billing & OSS World Conference & Expo**

Celebrating its 16th year in 2008, the Billing & OSS World Conference & Expo is the premier conference and exposition focusing on the business and operations support systems requirements for next-generation communications networks. Billing & OSS World 2008 will be held April 29-May 1, at the Hyatt McCormick Place in Chicago. There will be five simultaneous tracks of education covering OSS transformation, service creation and delivery, service assurance, revenue assurance, billing and payment processing, customer loyalty programs and customer experience management.

### **Subex Limited**

Subex Limited is a leading global provider of Operations Support Systems (OSS) that empowers communications service providers 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 framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability.

Subex's software portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex's customers include 32 of the world's 50 largest service providers. The company has more than 150 installations across 60 countries.

For more information please visit [www.subexworld.com](http://www.subexworld.com)

### **Forward Looking and Cautionary Statements**

Certain statements in this release concerning Subex'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's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.