



ROC[®] Capacity Management

Use ROC 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.

ROC 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. ROC Capacity Management 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'

ROC Capacity Management helps operators undertake a predictive approach to understand their capacity issues

Collect, compare and effectively report on network capacity growth

ROC Capacity Management 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

ROC Capacity Management 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. ROC Capacity Management 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.

Accurately report Time-to-Exhaustion

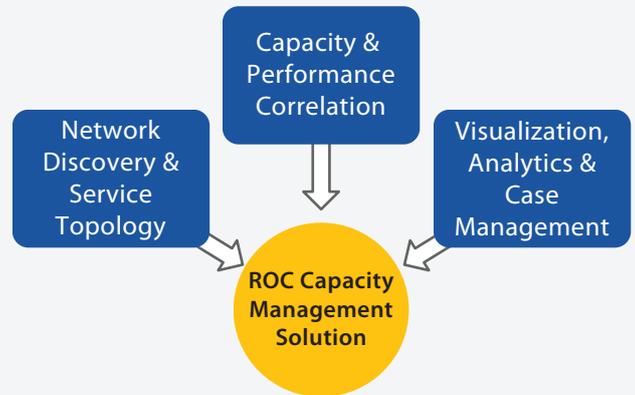
ROC Capacity Management accurately reports (in real-time) the remaining time before network and service congestion impacts the CSP. This immensely helps operators avoid a situation in which they run out of capacity before completing their network upgrades due to

changes in consumption patterns that are not known during planning time.

ROC Capacity Management Solution Components

Link future decisions to profitability

ROC Capacity Management 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, ROC Capacity Management 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.



About Subex

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business and Capex Optimisation - 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, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement. Subex also offers a scalable Managed Services program with 30 + customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management.

Subex's customers include 29 of top 50 operators* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

*Total Telecom Top 500 Telecom Brands, 2013

#Forbes' Global 2000 list, 2014

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