

## 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.

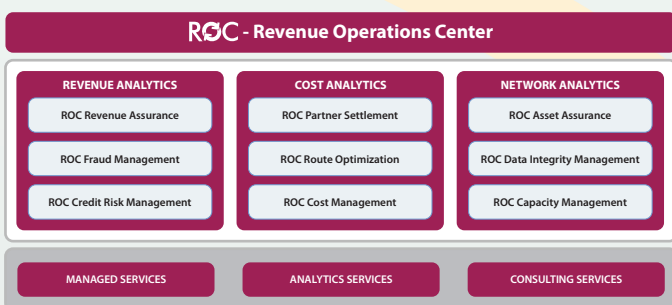
Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Carriers World Awards 2015 for Best Security/Fraud solution, Telecoms Award 2015 for Advances in B/OSS, Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award in 2015 with Mobily; in 2014 with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management.

Subex's customers include 39 of top 50 telecom operators\* and 7 of the world's 10 largest# telecom companies worldwide. The company has more than 300 installations across 70 countries.

\*Telecom Operators 500, 2015

#The World's Largest Telecom Companies 2015 – Forbes

## Subex's ROC Portfolio



## Global Customer Snapshot

### Americas

Bell, Claro, Comcast, Level(3), Rogers, Sprint, T Mobile, Telefonica, Telmex, Telus, Verizon

### EMEA

BT, COLT, Orascom, du, MTN, Saudi Telecom, Swisscom, Telecom Egypt, Telekom Slovenije, Telenor, Vodafone, Zain

### APAC

BSNL, dtac, Idea, Indosat, Maxis, Reliance Communications, StarHub, Telecom Malaysia, Telstra

## Facts at a glance

- Globally headquartered in Bangalore. Worldwide offices in Colorado, London, Singapore, Dubai, Ipswich and Sydney
- Total Subexian strength of more than 1100
- Leading provider of Fraud Management and Revenue Assurance solutions
- Pioneers in CAPEX Optimization
- Listed on the National and Mumbai stock exchanges in India. Global Depository Receipts (GDRs) and Foreign Currency Convertible Bonds (FCCBs) are listed on the London Stock Exchange

## Executive Management Team

CEO & MD	: <b>Surjeet Singh</b>
Chief Operating Officer	: <b>Vinod Kumar</b>
Head - Finance, Legal and Secretarial	: <b>Ganesh K V</b>
Chief People Officer	: <b>Mohan Sitharam</b>
Chief Technology Officer and Head of Service Delivery	: <b>Ashwin Chalapathy</b>
Market Head- Sales & Client Relations Americas	: <b>Charles E. Crenshaw</b>
General Counsel t	: <b>David Halvorson</b>

## Acquisitions

- Syndesis Limited, Service Fulfillment Company: April 2007
- Azure Solutions, Revenue Assurance Company: June 2006
- Sotas, Fraud Management Business: Sept 2006
- Lightbridge Inc, Fraud Management Business Assets: October 2004
- Alcatel Fraud Management Group, Fraud Management Business Assets: October 2004
- Magardi, Fraud Management: May 2001
- IV Generation, Telecom Software Consulting: January 2000

## Awards & Recognitions

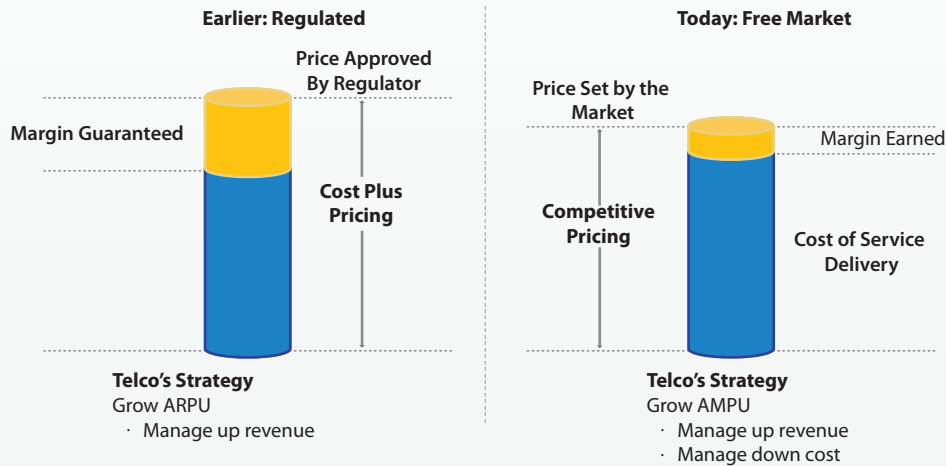
- Subex has jointly awarded the Global Telecoms Business Innovation Award 2015 along with Mobily; in 2014 with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom
- Ranked No.1 in Revenue Assurance and Fraud Management, 2011 & 2012 by Gartner
- Received Global Market Share Leader in Financial Assurance Award 2012 by Frost & Sullivan
- Market Leader in Business Optimisation for five consecutive years (2007 - 2011), Analysys Mason
- Market Leader in Business Assurance 2011, TRI
- Rocware 2.0 picked as one of the top 3 global telecom software products in 2009, Light Reading
- Successful listing award at London Stock Exchange (LSE), UK Trade & Investment (UKTI) 2007
- Deloitte & Touche's Tech Fast 50 India 2007 list
- Deloitte & Touche's Tech Fast 500 APAC 2006 list
- One of the 8 most innovative Indian companies, NASSCOM (India) 2005
- Best Revenue Assurance Project for KPN, World Billing Awards 2005
- Most Promising Company award, Billing & OSS World Excellence Awards 2005
- Organization with Most Innovative HR Practices, India HRD Congress 2002

# Fundamental shift in telecom business economics

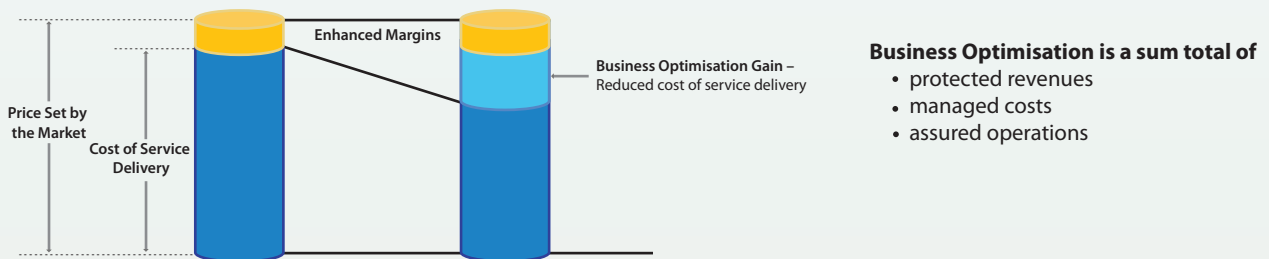
In today's de-regulated environment, service providers are under pressure to ensure sustained profitable growth by seeking breakthrough business practices. Their greatest challenge is to continuously improve Average Revenue Per User (ARPU) and Average Margin Per User (AMPU) notwithstanding reducing voice revenues, market saturation, increased competition as well as regulatory pressure to decrease charges. Service providers today are finding it difficult to retain existing subscribers, let alone acquire new ones.

## Business Optimisation = Enhanced Margins

Earlier, telecom operators used to operate within the confines of regulated markets where profits were assured and simply arrived at by adding the agreed margin on top of costs.



The market now decides the price and margins, if any, are earned through efficient and assured operations. To survive and thrive in this environment, CSP's need optimized business operations. Subex's market leading BSS solutions are designed to improve margins and increase market share.



Subex's market leading BSS solutions are designed to deliver Business Optimisation to a service provider and enable it to achieve improved margins and enhanced customer experiences. Subex's Managed Services portfolio delivers unmatched strategic and operational advantage ensuring significant, financial savings, lowered operational risks.



[www.subex.com](http://www.subex.com)

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