



ROC[®] Insights

The need for Analytics

Innovations like Mobility, Cloud Computing, Social Networks and Big Data, have changed the way businesses are being run. Perhaps, no other industry has witnessed changes as turbulent on account of these technologies as the telecom industry.

Today, For Communications Service Providers (CSPs), the volume of data required to be dealt with is enormous. Being able to store and access such volumes of data is only part of the problem for them. In order to effectively use the data to improve and optimize business processes, CSPs need analytics & insights to derive actionable intelligence out of it. There are numerous solutions that allow analysts to work on huge amounts of data and extract information. However, they are limited in the sense that the information that they produce grows linearly with data. Hence, the size of information today is equivalent to that of data a few years back. The key here is to obtain the right information just at the right time.

ROC Insights Overview

ROC Insights is an unique approach to solving the problem with data growth. The cornerstone of this program is to leverage big data and generate nuggets of information – which are “Consumable”, “Actionable” and “Contextual”. Based on Subex’s two decades of B/OSS expertise, telecom domain knowledge and telecom analytics experience, the program is built on the pillars of “Domain”, “Analytics” and “Technology”. The program is a combination of services and technology and enables cross-functional data correlation, and ensures that the right information reaches the right people at the right time for informed decision making.

Domain

While many CSPs have invested considerably in analytics programs, few have reported generating ROI. The crux of this problem is that they have been viewed and approached as primarily analytic programs. Based off a decade of experience in this area, Subex has established that use of domain knowledge and experience to direct and guide the application of analytics is the single most important factor to make these programs successful. Subex’s data science team consists of domain experts who understand

the domain problem, transform it into a relevant form suitable for application of analytics and transform the analytics output into actionable intelligence in the domain field.

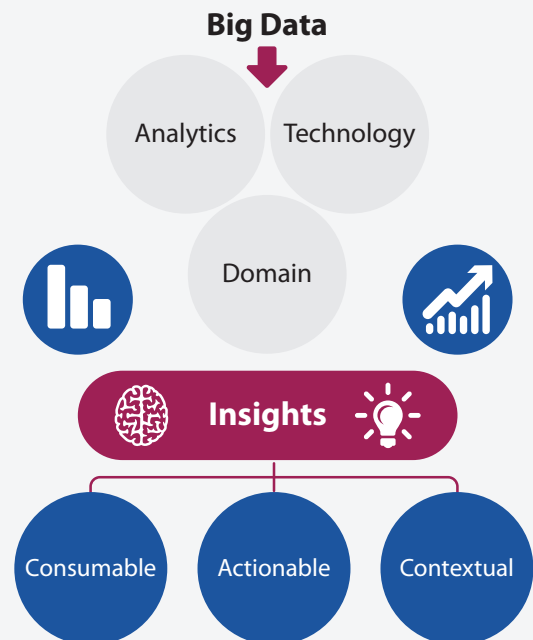
Analytics

Over the last few years, Subex has leveraged machine learning algorithms and statistical techniques to generate future predictions based off historical data. ROC Insights not only answers provides information about “what happened” and “why did it happen” but it is able to predict “what is likely to happen”.

Applying analytics on telecom scale data presents a different set of problems. Over the last two decades, Subex has a vast array of products which process billions of records each day. Subex’s experience of integrating analytics into these products gives it unrivalled expertise in this field.

Technology

Subex’s innovative way to delivering insights enforces all insights to be “Consumable”, “Actionable” and “Contextual” and thereby solving the problem of information overload. Insights are customized and available anytime, anywhere. The framework is self learning and users are only delivered the insights of interest.



Business Benefits



Extract actionable intelligence from data

Predict and act upon irregularities



Increase overall efficiency through smarter practices

Effectively monitor business changes in near real time



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

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