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May 06, 2021

To
The BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release-Subex to partner with Snowflake and bring the power of AI-driven augmented analytics to customers

As per Regulation 30 of the SEBI (LODR) Regulations, 2015, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on May 06, 2021.

Thanking you.

**Yours truly,
For Subex Limited**

G.V.K.



**G V Krishnakanth
Company Secretary & Compliance Officer**

Subex Limited

CIN - L85110KA1994PLC016663

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Subex to partner with Snowflake and bring the power of AI-driven augmented analytics to customers

6th May 2021; Denver, [Subex](#), a pioneer of Digital Trust, announced a partnership with [Snowflake](#), the Data Cloud company, to bring the power of AI-driven Augmented Analytics to enterprises. Subex, through its Augmented Analytics platform, [HyperSense](#), and Snowflake will combine competencies to enable enterprises to accelerate their data analytics journey and realize the true value of their data.

Subex's HyperSense is an Augmented Analytics platform that helps organizations enhance innovation and growth across businesses through AI-driven decision analytics. It increases productivity and efficiency through a drag & drop function and does not require coding expertise to build analytics models. It enables business users to evolve into citizen data scientists and delivers quick ad-hoc use cases. Through the partnership, Subex and Snowflake aim to bring accelerated efficiency and agility to enterprises and help them innovate and create greater value for their businesses.

Research shows that 87% of organizations have low Business Intelligence (BI) maturity and adoption rate of only 30% across all its employees. Organizations are not able to fully maximize the benefits of data analytics in such a scenario due to multiple reasons such as high investment requirements, lack of the right skillsets, security, and compliance, and data silos. To solve these challenges and accelerate the adoption of AI within the enterprise community, Subex's HyperSense platform with Snowflake's Data Cloud aims to organize and secure data in the cloud and make it AI-ready.

"Data has become the most useful asset for any organization, and how they utilize it to generate maximum value for everyone in the value chain is going to differentiate any data-driven organization from the rest. The vision of the partnership between Subex and Snowflake is to change the way companies access and explore their data. Snowflake's Data Cloud is mobilizing data globally. We believe that partnering with Snowflake provides us with an opportunity to access a much wider decision analytics market.

The objective of this partnership is to bring data science closer to the business by **democratizing AI** and increasing adoption of BI, enabling a process automation layer, and a selection of pre-built reference use cases. We are excited to join hands with Snowflake to deliver exponential value to our customers.", said **Suresh Chintada, Chief Technology Officer, Subex**.

Vimal Venkatram, Snowflake's Country Manager for India, said, "Snowflake's vision is a world with unlimited access to governed data so that every organization can tackle the challenges and opportunities of today and reveal the possibilities of tomorrow. Snowflake's Data Cloud unique capabilities combined with Subex's HyperSense platform will provide enterprises with a cohesive automated suite to ensure users harness the full potential of AI across the entire data value chain. Our customers will be able to unite their siloed data, securely share governed data, and execute diverse analytic workloads. Through the partnership with Subex, we look forward to helping every business become data-driven".

About Subex

Subex is a pioneer in enabling [Digital Trust](#) for businesses across the globe.

Founded in 1994, Subex helps its customers maximize their revenues and profitability. With a legacy of having served the market through world-class solutions for business optimization and analytics, Subex is now leading the way by enabling all-around Digital Trust in the business ecosystems of its customers. Focusing on risk mitigation, security, predictability, and



intelligence, Subex helps businesses embrace disruptive changes and succeed with confidence in creating a secure digital world for their customers.

Through HyperSense, an end-to-end augmented analytics platform, Subex empowers communications service providers and enterprise customers to make faster, better decisions by leveraging Artificial Intelligence (AI) analytics across the data value chain. The solution allows users without coding knowledge to easily aggregate data from disparate sources, turn data into insights by building, interpreting, and tuning AI models and effortlessly share their findings across the organization, all on a no-code platform.

Subex also offers scalable Managed Services and Business Consulting services. Subex has more than 300 installations across 90+ countries. For more information, visit www.subex.com.

About Snowflake

Snowflake delivers the Data Cloud — a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake's platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. Snowflake.com.

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