

November 3, 2016

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex leads the Dynamic Asset Management in SDN & NFV Catalyst at TM Forum Innovation InFocus 2016

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 November 3, 2016.

Thanking you.

**Yours truly,
For Subex Limited**



Ganesh K V
Chief Financial Officer, Global Head-Legal and Company Secretary

Encl: As above.

For Immediate Release

November 3, 2016

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Subex leads the Dynamic Asset Management in SDN & NFV Catalyst at TM Forum Innovation InFocus 2016

Denver, US – Subex Inc, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), will be leading the *Dynamic Asset Management in SDN & NFV Transformations* catalyst that will be demonstrated at TM Forum Innovation InFocus 2016, in Dallas, Texas. As a catalyst lead, Subex has led the catalyst team in identifying the critical industry challenges, along with several comprehensive solutions, associated with managing dual Legacy and SDN/NFV networks. The catalyst is championed by a major European operator (Orange, France) who is seen as an international leader in SDN/NFV transformations; this operator has acknowledged the seriousness of the challenge, and has worked hand-in-hand with Subex and the catalyst team to validate the detailed data model Subex has created to support a structured dual network operation. The catalyst, a combination of advanced network technology and analytics, has several participants. For its part, Subex has primary responsibility towards Discovery, Analytical Modelling, Forecasting, KPI Visualisations and Data Persistence of Legacy, Software-defined, and Virtual Assets of a hybrid network, using the Subex ROC Asset Assurance platform. The goal of the project is to provide a set of solutions to the hybrid network operations that every operator will be facing in the next decade and beyond.

In the coming years, networks that operate both SDN/NFV and legacy gear will face a slew of obstacles in terms of load balancing, capacity planning, Capex planning along with many other challenges. Through the catalyst program Subex, along with Operator Champion Orange France and team participants ESRI and Teltech, aim to demonstrate a comprehensive, repeatable and scalable approach to understand and effectively manage complex facets of hybrid network asset management.

Catalysts are proof-of-concept projects developed collaboratively by TM Forum members. These projects bring together companies large and small to create innovative solutions to common challenges demonstrating how this can be achieved leveraging



key TM Forum best practices and standards ensuring scalability, reuse and reduced costs and risk. As part of the Dynamic Asset Management in SDN & NFV Transformations Catalyst, Subex and Orange France will be demonstrating how to employ a robust Asset Management program to successfully navigate a complex, multi-year SDN/NFV transformation and highlight business cases where transformation is necessary along with the financial and capacity impacts.

"We are honoured to lead the TM Forum Dynamic Asset Management in SDN and NFV catalyst which is focused around the transformation of dynamic networks to SDN/NFV networks. In the ecosystem where the network operates both legacy along with SDN/NFV, operators need to have a clear understanding of their entire network, capacities, and forecasted growth needs in a limited Capex scenario to be able to effectively maintain network quality, sufficient service availability and most importantly, Capex preservation. Through the catalyst program Subex, along with Orange France and our team participants ESRI and Teltech, aim to demonstrate an approach which will help operators understand and effectively manage all facets of their network assets." said John Brooks, VP – Product Management at Subex.

The Dynamic Asset Management in SDN & NFV catalyst projects will be demonstrated at TM Forum Innovation InFocus 2016 in Dallas, Texas, during the 2nd and 3rd of November.

- Ends -

About Subex Limited

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 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 Centre (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; 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, 2015*

**Forbes' Global 2000 list, 2015*

For more information please visit www.subex.com

