# DATAUPIA™

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## SUBEX DEPLOYS DATAUPIA TO POWER ITS 150 TERABYTE OSS SYSTEMS

*Leading Global Provider of OSS Solutions Employs Dataupia™ Satori Server to Increase Speed of Access to Data and Enhance Overall Productivity*

**Cambridge, MA – January 22, 2008 –** Dataupia Corporation today announced that Subex has deployed the Dataupia™ Satori Server to power the company's award winning Operations Support Systems (OSS).  Subex chose the Dataupia Satori Server to replace one of its legacy data warehouse systems, which could no longer accommodate growing data volumes.  Dataupia's data management system operates as the supporting framework for one of Subex's 150 terabyte systems, enabling increased scalability to manage Call Detail Record (CDR) volume growth and support enhanced business intelligence.

The Dataupia Satori Server improves productivity at Subex by increasing concurrent system usage.  One Subex business unit has already noticed a dramatic increase in load speed and query performance and diversity.  Over 1 billion CDRs are able to be loaded in an hour and complex queries that would previously have taken two weeks are now possible in a few hours.

The storage and retrieval of CDRs is vital for supporting billing disputes and reconciliations, financial analysis, network optimization and revenue assurance.  CDR data is used to make critical business decisions, assist margin analysis and provide a single consistent view of product and customer behavior.

The Dataupia Satori Server provides Subex with broader access to CDR data by retaining large amounts of data online that can be accessed by reporting or analytics applications such as the Concilia™ Interconnect Billing System, Moneta™ Revenue Assurance System and Nikira™ Fraud Management System at any time.  Additionally, Dataupia's Omniversal Transparency™ layer enables access to the data for maximum system flexibility.

"Dataupia has helped us do things with our corporate IT infrastructure that we have never been able to do before," said Paul Skillen, President BT Business Unit, Subex Ltd. "With the Dataupia Satori Server we were able to power complex analytic requests that were not possible before – query performance on a large scale is simply outstanding."

Key drivers leading to the implementation of the Dataupia Satori Server include scalability, ease-of-use, cost effectiveness, increased productivity through concurrent

usage, and environmental benefits such as lower power consumption.  Additionally, Dataupia's Omniversal Transparency allows Subex to experience seamless integration with existing systems resulting in an easy deployment process.

"There has been a shift in the telecommunications industry causing telecommunications providers to see their margins dramatically decrease.  In order to remain effective, they need to focus heavily on service agility and operational efficiency," continues Paul Skillen. "Dataupia provides us with an economical solution to help maintain that focus by providing more access to data.  The ability of the Dataupia Satori Server to handle large volumes of data across concurrent users helps increase the value we obtain from that data, as well as the overall productivity of these providers."

"A dedication to continuous innovation is something we have in common with Subex, which makes them an exciting customer to have on board," said Foster Hinshaw, CEO, Dataupia.  "We are proud to offer Subex a data management system that delivers the speed and agility telecommunications providers demand.  We hope that the greater access to data we provide will increase the efficiency and productivity of the operators."

The Dataupia Satori Server data management system is an all-in-one solution – server, storage, and optimization software packaged as a single appliance – designed specifically to deliver persistent access to as much data as an organization needs.  The combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready for use.  The Dataupia Satori Server installs quickly, requires little administration, and allows for continuous and seamless scalability for increased users and data.

## About Subex Ltd.
Subex Limited is a leading global provider of Operations Support Systems (OSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability.

Subex's software portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex's customers include 32 of the world's 50 largest service providers. The company has more than 150 installations across 60 countries.

For more information please visit www.subexworld.com.

## About Dataupia
Dataupia brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia's solution will amplify an

organization's existing information systems to provide deeper access into their data universe and more comprehensive business insight.

Founded in 2005, Dataupia is backed by Polaris Venture Partners, Valhalla Partners, and Fairhaven Capital. Learn more at www.dataupia.com.

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