

## **FOR IMMEDIATE RELEASE**

### **Dataupia Launches New Satori Data Management Appliance to Support Subex's Next Generation Revenue Assurance Solution**

**Subex's ROC Revenue Assurance solution is now expanded and enhanced with Dataupia's Data Management suite to meet the continuous scalable monitoring needs of the world's largest telecommunications companies.**

**Cambridge, Mass. — August 31, 2010** — Subex, the market leader in Business Optimization, offers a Revenue Assurance solution that helps telecoms continuously monitor, analyze, correct and scale the customers' revenue data in real-time.

Telecoms have been looking at processing large volumes of data, which currently can be billions of events in a single day. This exponential growth in volumes has created the demand for a strong, very scalable platform. In Dataupia, Subex found a reliable and cost-effective solution partner.

Dataupia's advanced MPP technology allows customers to affordably and efficiently scale to meet today's largest volumes while leveraging all the benefits of Oracle. Previously, customers had relied on conventional SAN solutions, but this meant that the large customers had to compromise on the amount of data and quality of information which could be held and analyzed. Now, with Dataupia's advanced MPP approach, customers can still leverage all the benefits of Oracle while scaling to effectively analyze their complete network and still have plenty of capacity for growth.

Dataupia and Subex have worked closely together to ensure the integrated solution satisfies all the requirements: seamless operation at scale, minimal power and cooling requirements, excellent total cost of ownership and, most importantly, meeting the analytical needs of the customers.

Foster Hinshaw, Chief Executive Officer for Dataupia Corp., said, "The Subex and Dataupia partnership is a 'hand and glove' solution for the customer, integrating two award winning solutions. We have created real differentiation in the telecom marketplace."

Jonathan Saunders, Chief Operating Officer for Dataupia Corp., said, "We are delighted to be working with the leader in this market, Subex. Our partnership has been growing over the last two years and we currently have multiple systems successfully deployed in the field. This expanded relationship insures a continued seamless coordination in product, sales and support channels throughout the two companies. All operators can benefit from fast and reliable access to the whole of their data assets, without breaking the bank."

Mark Nicholson, Chief Technology Officer, Subex Ltd., said, "The integration of Dataupia as an option allows the online storage of significantly increased volumes of granular usage and transactional data without material cost increases. This is a win-win for our customers who can now afford to have unlimited revenue and cost-trend visibility, leading to more profitable operations and better revenue control."

#### **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. Learn more at [www.dataupia.com](http://www.dataupia.com).

#### **About Subex Limited**

Subex is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization and Service Agility - thereby enabling them to better operational efficiency to deliver enhanced service experiences to subscribers. The company pioneered the concept of a Revenue Operations Center (ROC)<sup>™</sup> 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 enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect / inter-party settlement. Subex's customers include 36 of the world's 72 biggest telecommunications service providers. The company has more than 300 installations across 70 countries. Learn more at [www.subexworld.com](http://www.subexworld.com).

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