SUBEX

Pioneers in Digital Trust

Digital Transformation: Risks and Opportunities

Digital Transformation has enabled telcos to expand their scope with new and innovative services, while also increasing the size of the ecosystem with new-age partners. While this augmented scope and a larger ecosystem adds newer revenue streams, it also brings with it numerous risks - some of which were earlier alien to telcos. So, the question is, how can telcos leverage the benefits of the evolving digital ecosystem, while effectively mitigating the inherent risks?
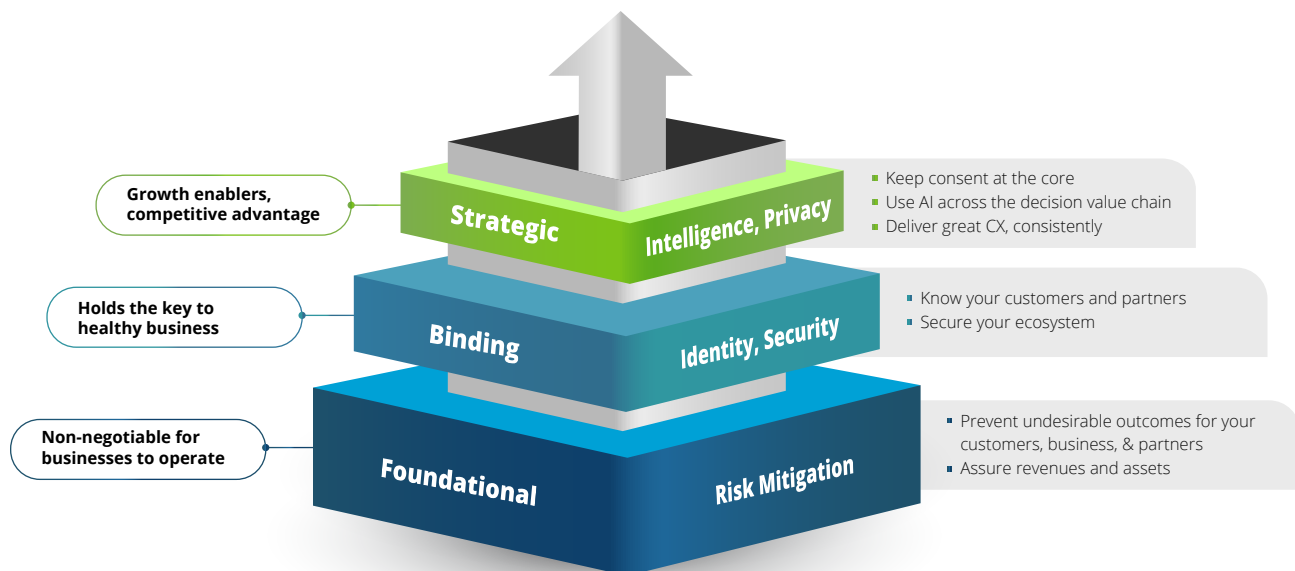
Subex: Your Partner for Enabling Trust in the Digital Ecosystem

To realize their full potential, telcos need to create mechanisms that build trust in their offerings, processes, and information systems. In other words, complete Digital Trust is the key to success for telcos today. Subex with its 25+ years of experience in helping telcos optimize their business is now at the forefront of enabling Digital Trust for the telco ecosystem. Focusing on five key tenets of Risk Mitigation, Security, Identity, Intelligence, and Privacy, Subex helps businesses thrive by leveraging Digital Trust as a competitive advantage.

What is Digital Trust?

RISK MITIGATION	IDENTITY	SECURITY	INTELLIGENCE	PRIVACY

DIGITAL TRUST

Growth enablers, competitive advantage

Strategic — Intelligence, Privacy
- Keep consent at the core
- Use AI across the decision value chain
- Deliver great CX, consistently

Holds the key to healthy business

Binding — Identity, Security
- Know your customers and partners
- Secure your ecosystem

Non-negotiable for businesses to operate

Foundational — Risk Mitigation
- Prevent undesirable outcomes for your customers, business, & partners
- Assure revenues and assets

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Our Key Offerings

HyperSense

HyperSense is an Augmented Analytics platform that uses machine learning and AI to assist with data preparation, insight generation, and insight explanation to augment how enterprises explore and analyze data. The SaaS-based platform democratizes AI across the entire data value chain providing agility, elasticity, and scalability. Equipped with specialized studios such as Data Management Studio, Business Modelling Studio, AI Studio, Process Automation Studio, and Business Intelligence Studio, HyperSense empowers you to make rapid, profitable decisions to drive automation, deliver better service, delight your customers, and grow your business.

fraud management

Subex Fraud Management provides 360-degree fraud protection across digital services by leveraging advanced machine learning and signaling intelligence. The solution combines a traditional rules engine with advanced artificial intelligence/ machine learning capabilities to provide increased coverage across all telco services and minimizes fraud run-time in the network with real-time blocking capabilities. With Subex's comprehensive fraud management system, operators can detect more than 350 types of fraud.

business assurance

Subex Business Assurance solution is an active risk intelligence-based platform where the BA teams can assess and address business impacts in near real-time or proactively. It provides a single source of truth and adopts self-service AI capabilities to overcome volume, velocity, and veracity-based challenges. The solution delivers next-generation Business Assurance capabilities which enable controls around risks pertaining to device logistics, digital customer journey, large scale partner onboarding, advanced, agile networks, cash flow/EBITDA, dealer and commissions, inventory, and contracts, etc.

network asset management

Subex Network Asset Management offering provides a framework to audit your network assets, evaluate inventory and make a business case for a network upgrade. Our solution offers a nuanced view of network assets and inventory to optimize OPEX as well as CAPEX. Further, it leverages AI to automate end-to-end management of supplier and customer contracts. Overall, it drives smarter network capital investment and network asset lifecycle management concurrently.

capacity management

Subex Capacity Management solution is an advanced analytics platform offering that helps Communication Service Providers to plan and optimize their network capacity. It leverages proprietary Machine Learning models which help CSPs to forecast network growth and hence help them plan their network investments with high accuracy to drive customer experience and faster ROI.

partner ecosystem management

Subex Partner Ecosystem Management is a convergent solution that offers a 360-degree view of the evolving telecom ecosystem across Mobility, Content, and Entertainment, 5G for Business Enterprise and Internet of Things. It enables collaboration between communication services providers (CSPs) and their partners to manage all aspects, from partner onboarding to billing and dispute settlement, through a transparent process. It manages diverse revenue streams while helping CSPs launch high-value, high-margin services in collaboration with partners. It consists of Partner Lifecycle Management, Wholesale Billing and Routing, Digital Services Billing, Enterprise Billing, Contract Lifecycle Management, and Roaming Settlements.

Subex Secure - Subex's IoT Security solution offers comprehensive coverage from real-time discovery and monitoring to response and recovery. Our solution leverages a one-of-its-kind honeypot network that combines physical devices and device emulations to generate IoT / ICS signatures. Our system evaluates global identity and device breaches and updates the Subex Secure signature repository to safeguard your enterprise from new and emerging IoT threats.

An end-to-end advanced analytics framework that helps CSPs truly leverage their data to drive business outcomes. Subex ACT enables CSPs to get the most from their Analytics program from the very start, i.e., strategizing the analytics roadmap, to setting up a trusted business intelligence layer, till the end, i.e., generating consumable and actionable insights for datad-driven business decisions.

IDcentral is the next-generation digital identity platform, that helps businesses across various domains to increase their profitability and reduce risk. IDcentral's wide range of solutions include:

• Seamless and secure onboarding
• Risk Detection with the help of alternate credit score and other risk metrics
• Buying propensity score to increase sale conversion
• Data enrichment solutions

IDcentral is one of the largest repositories of data in the world with access to 200 plus data points of 700 million individuals. IDcentral is a Subex company, who are the world leaders in digital trust with 25 years of experience. Leveraging IDcentral's partnership with various data sources, businesses get access to consumers behavioral, socioeconomic, demographic and apo graphic trust profiles appending in-depth information to existing data allows for better business decisions.

About Subex

Subex is a pioneer in enabling Digital Trust for businesses across the globe. Founded in 1994, Subex helps its customers maximise their revenues and profitability. With a legacy of having served the market through world-class solutions for business optimisation and analytics, Subex is now leading the way by enabling all-round 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 a knowledge of coding 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 organisation, 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**

Subex Limited

Pritech Park, SEZ Block -09,
4th Floor B Wing
Outer Ring Road
Karnataka, India

Tel: +91 80 37451377
Fax: +91 80 6696 3333

Subex, Inc

12303 Airport Way,
Bldg. 1, Ste. 390,
Broomfield, CO 80021

Tel : +1 303 301 6200
Fax : +1 303 301 6201

Subex (UK) Ltd

1st Floor, Rama
17 St Ann's Road,
Harrow, Middlesex,
HA1 1JU

Tel: +44 0207 8265300
Fax: +44 0207 8265352

Subex (Asia Pacific) Pte. Limited

175A, Bencoolen Street,
#08-03 Burlington Square,
Singapore 189650

Tel: +65 6338 1218
Fax: +65 6338 1216

For more information write to **info@subex.com**

Regional offices: Dubai | Ipswich