

Subex Limited and Sun

Helping service providers maximize revenue and guard against fraud



Collecting revenue for services delivered is a critical challenge for service providers. The unbridled network expansion of the dotcom years left a legacy of widespread data integrity problems and haphazard operational processes, leading to serious revenue leakage. Without firm controls, telecommunications companies cannot significantly improve the bottom line. Sun and Subex Limited provide an integrated platform with a comprehensive revenue maximization solution that enables providers to get a handle on revenue assurance and fraud management.

Highlights

- Implement a comprehensive revenue assurance and fraud management solution
- Utilize pre-configured templates to address revenue challenges for different telco verticals
- Handle service fulfillment, usage integrity, retail billing, interconnect and wholesale billing, and content settlement whether providing wireless, fixed, cable or mobile virtual network operator services
- Utilize scalable Sun™ platforms for a highly efficient, carrier-grade solution capable of handling 3G technology
- Leverage the enhanced performance and security features of the Solaris™ 10 Operating System
- Reduce power and cooling costs, increase compute power per square foot, and lower leasing expenses with Subex Limited and Sun solutions

The need to control revenue leaks

Today, most telecommunications providers are losing significant amounts of revenue in the course of daily operations. Cumulative elements are contributing factors. Administrative or processing errors, credit management, network complexity, poor systems integration, and improper application of new products and prices can all be factors in revenue loss. Billing for actual usage is difficult due to rapid network growth and increasing network complexity. In order to capture revenue, service providers offering advanced services must be able to handle interconnect billing, the reconciliation of millions of circuits and transactions between multiple providers.

Internal and external fraud is believed to account for a large portion of the total annual revenue loss of wireless telecommunications companies. This trend is expected to not only continue, but to increase. Indeed, third generation (3G) technology in the form of video and other non-voice data brings additional complexity to networks and opens up further possibilities for fraud. As a result, maximizing revenue and containing fraud requires the ability to gain control over revenue leaks, no matter the cause.

The Subex Limited solution

Subex Limited provides a comprehensive revenue assurance and fraud management solution to help telecommunications companies bring revenue leakage under control. By identifying sources of leaks, and quantifying the magnitude and addressing the loss, the Subex Limited solution helps to minimize revenue leakage across the revenue chain.

The Subex Limited software includes a set of pre-configured templates to address the revenue assurance challenges inherent in telecommunications service niche markets. With templates for wireless, fixed and cable managed service providers (MSPs), and mobile virtual network operators (MVNOs), providers can address revenue assurance across multiple functional areas such as service fulfillment, usage integrity, retail billing, interconnect and wholesale billing, and content settlement. Templates can be easily modified to accommodate changing business requirements. The complete end-to-end revenue assurance and fraud management system helps carriers detect known fraud types and patterns of unusual behavior, investigate these patterns for potential fraud, and use the information gleaned to help protect against future intrusions.

Leverage powerful Sun platforms

The Subex Limited software running on Sun platforms offers a comprehensive suite of revenue assurance, fraud management, interconnect and inter-party billing, and service fulfillment solutions with unprecedented speed, resilience, and flexibility in datacenter operations.

Harness more power

The advent of 3G networks places additional demands on computing infrastructure, requiring systems with sufficient performance to execute revenue assurance and fraud management functions in a timely manner. The high volume of transactions that must be processed, particularly for third-party content providers, makes revenue assurance increasingly difficult. Running Subex Limited software on Sun enables telecommunications providers to maximize revenue assurance by leveraging the speed and power of Sun servers.

Sun's server family includes high-performance, energy efficient Sun Fire™ servers with CoolThreads™ technology, as well as a line of x64 servers powered by Next-Generation AMD Opteron™ processors or Quad-Core Intel® Xeon® processors, that continue to set records on a variety of benchmarks¹. Delivering industry-leading price/performance, these servers set new standards for performance, reliability, and energy efficiency. Running Subex software on Sun platforms provides the tools for a robust, flexible, and secure revenue assurance and fraud management solution that can grow and adapt with changing operational demands.

Reduce operating costs

Sun's scalable platforms can dramatically increase throughput and reduce energy consumption and datacenter footprints — features that help minimize total cost of ownership. By utilizing Sun servers in the datacenter, managers can help lower leasing costs, increase compute density, and reduce the cost of power and cooling.

Gain security with the Solaris™ Operating System

All Sun servers run the powerful Solaris™ 10 Operating System (OS), enabling organizations to choose the high-performance platform that best suits business needs. Innovative enhancements to the Solaris 10 OS make it the most advanced operating system ever built, and its proven performance provides the Subex Limited solution with additional throughput and performance advantages.

With fraud a major concern, the Solaris 10 OS provides a number of security features, such as Solaris Secure Execution, that can help service providers strengthen perimeters and secure operations. Solaris Secure Execution verifies the integrity of the system through embedded digital signatures, protecting against unauthorized system modifications. In addition, User and Process Rights Management grants users and processes only the privileges needed to run programs and perform tasks, so administrators control what users can and cannot do on the system.

Learn More

For more information, visit sun.com, subeworld.com, or contact your local Sun sales representative.

Sun and Subex Limited

With over two decades of technology experience, Sun provides the telecommunications industry with flexible, scalable, innovative, and cost-effective solution infrastructures. Incorporating the latest technologies, next generation processors, and improved reliability, manageability, and serviceability, Sun solutions facilitate the adoption of leading edge, high-bandwidth infrastructures, service-oriented architectures, and services.

Over the last ten years, Subex Limited has grown to hold a foremost position in the telecommunications world. The number one vendor for fraud management and revenue assurance solutions, and the second largest vendor for service fulfillment, interconnect and inter-party billing solutions, Subex Limited supports an extensive list of installed customers in Europe, Asia, and the Americas. Together, Sun and Subex Limited offer a powerful solution for gaining visibility into and control over revenue leaks, reining in fraud, and boosting revenue.



1. www.sun.com/x64/benchmarks

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