

**FOR IMMEDIATE RELEASE**

## **WORLD'S LARGEST OLAP ORACLE DATABASE MARKS 2 YEARS OF 24x7 OPERATIONS**

### **Record-breaking Oracle Database Powers Telecoms Applications for 2 Years, Non-Stop**

**Cambridge, Mass. – February 23, 2010 – Dataupia Corporation** is excited to announce that Subex Limited has been continuously running their Oracle-based Revenue Management Solution on Dataupia's data warehouse appliance, for two years. The Dataupia System deployment delivers large scale data-intensive telecommunications applications as a managed service to a global telecommunications provider.

The 510 TB Dataupia system, believed to be running the largest single Oracle OLAP database, is critical in the delivery of large scale systems for Subex's industry leading ROC solutions. With Dataupia, Subex have been able to scale an Oracle database well beyond historic limits to provide customers immediate online access to multiple years of Call Detail Record (CDR) data. Delivering a solution with so much data online enables Subex's customers to analyze historical trends, identify revenue leaks, and perform margin management, as never before.

The ROC synergistically brings together disparate assurance, audit, and governance functions which touch financial operations on a constant basis, to add, change, delete, pull, or analyze data. It is also required to support a variety of workloads such as ad-hoc requests to perform specialized analysis as well as efficiently delivering scheduled reports against massive amounts of current and historical data.

"In the business of Managed Services, success is measured by customer satisfaction and efficient and robust production, delivered on budget. Together with Dataupia's Satori Servers we have managed to delight customers such as front-line analysts who get their analysis done ten times faster," said Vinod Kumar, Group President, Subex Ltd.

Jonathan Saunders, newly appointed Chief Operating Officer for Dataupia, explains, "The Subex deployment is a prime example of how Dataupia enables businesses to capitalize data—by partnering with Dataupia, Subex can meet even the most demanding, stringent operational requirements while retaining a healthy profit margin, and their customer benefits from fast and reliable access to the whole of their data assets."

#### **About Subex Limited**

Subex Limited 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) – 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.

\* Forbes' Global 2000 list, 2009

For more information please visit [www.subexworld.com](http://www.subexworld.com)

### **Forward Looking and Cautionary Statements**

Certain statements in this release concerning Subex's products, strategy and future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, market acceptance of Subex's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.

### **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).

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