



	+91 80 6659 8700
	+91 80 6696 3333
	info@subex.com
	www.subex.com

August 05, 2020

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex listed as a Sample Provider for Augmented Analytics in Gartner's Emerging Technologies and Trends Impact Radar for Artificial Intelligence in Telecom report.

As per Regulation 30 of the SEBI (LODR) Regulations, 2015, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on August 05, 2020.

Thanking you.

**Yours truly,
For Subex Limited**

A handwritten signature in blue ink, appearing to read "G.V. Krishnakanth".



**G V Krishnakanth
Company Secretary & Compliance Officer**

Subex Limited

CIN - L85110KA1994PLC016663

Registered Address: RMZ Ecoworld, Outer Ring Road, Devarabisanahalli, Bangalore - 560103, India



Subex listed as a Sample Provider for Augmented Analytics in Gartner's Emerging Technologies and Trends Impact Radar for Artificial Intelligence in Telecom report

5TH AUGUST 2020, BENGALURU, INDIA – Subex, a pioneer in the space of Digital Trust, has been named a sample provider for Augmented Analytics in Gartner's report on 'Emerging Technologies and Trends Impact Radar: Artificial Intelligence in Telecom'. The Emerging Technology Impact Radar is an analysis of the maturity, market momentum, and influence of emerging technologies, such as Augmented Analytics, and trends in the telecom industry.

In the Emerging Technologies and Trends Impact Radar: Artificial Intelligence in Telecom, According to the report, "Startups and large vendors offering augmented analytics capabilities are disrupting data and analytics markets." Subex is listed as a sample provider in this section.

Gartner also estimates that "augmented analytics has grown to 60% to 90% of the way toward the early majority target – in terms of the emergence of new revenue-producing market entrants and increasing adoption by users."

According to Gartner, "In the telecom industry, CSPs continuously invest in technologies and tools - that can deal with a huge range of variables and the complex relationships that exist between these variables - to maximize the value of their data. Augmented analytics is rapidly gaining traction to provide a solution to address the above challenges. Augmented analytics uses machine learning to automate data preparation, insight discovery, data science, machine learning model development and insight sharing for a broad range of business users, operational workers, and data scientists. Augmented analytics is expanding insights by using AI to deliver analytics in the organization with less time, skills and interpretation bias of current manual approaches."

"We are happy to be recognized as a sample provider for Augmented Analytics in Gartner Research, Emerging Technologies and Trends Impact Radar: Artificial Intelligence in Telecom. Businesses today are acutely aware of the importance of leveraging a combination of data and AI to win in an extremely competitive market. However, they struggle with a scattered data infrastructure and a manual and error-prone AI application in their data-to-insights journey. We believe Augmented Analytics is the right approach to succeed in this disruptive era by combining multiple disparate analytical functions, such as data preparation, insight generation and insight explanation, now all under a single hood. This will empower businesses to excel in the new digital world by aiding them in their transformation journey and enabling them to deliver winning customer experience," said Rohit Maheshwari, Head of Strategy and Products at Subex.

Source : Gartner, Emerging Technologies and Trends Impact Radar: Artificial Intelligence in Telecom, Peter Liu, Moutusi Sau, 8 July 2020

About Subex

Subex is a pioneer in enabling Digital Trust for businesses across the globe.

Founded in 1992, Subex has spent over 25 years in helping global Communications Service Providers maximize their revenues and profitability. With a legacy of having served the market through its world-class solutions for business optimization and analytics, Subex is now leading the way by enabling all-round Digital Trust in the business ecosystems of its customers. Focusing on privacy, security, risk mitigation, predictability, and confidence in data, Subex helps businesses embrace the disruptive changes in the business landscape and succeed with Digital Trust.

Subex leverages its award-winning product portfolio in areas such as Revenue Assurance, Fraud Management, Network Analytics, and Partner Management, and complements them through its digital



solutions such as IoT Security and Insights. Subex also offers scalable Managed Services and Business Consulting services. Subex has more than 300 installations across 90+ countries.

In case of any queries, please reach out to;

Mr. Sandeep Banga

+91 99168 24122

sandeep.banga@subex.com

-END-