

Avea Monitors Lost Revenue Together with Subex and Gantek

Gantek Teknoloji will implement Moneta Revenue Assurance solution of Subex at Avea. Moneta Revenue Assurance solution will ensure Avea to overcome crucial Revenue Assurance challenges and help it to determine the Company's revenue leakage as in presence and as may come out of the new Business Support Systems to be launched and applied by Avea in 2008.

Founded in 2004, Avea, Turkey's fastest growing mobile communication company, represents 16% of the Turkish mobile communication market with its subscribers totaling over 10 millions.

Moneta solution which is a significant component for Strategic Revenue Operations Centers (ROC) of Subex was selected by Avea after a challenging trial and assessment process. Solution process will be managed by Gantek and its global partner, Subex. Suggestion: implementation of the solution will help Avea to maintain an upper hand in competition by further increasing its operational productivity.

Avea's Revenue Assurance Department Manager Okan Cengaver said, "we saw at the end of our selection process that Revenue Assurance system of Subex was a settled and advanced technical solution. Growing business volume is accompanied by a need for a flexible system which will answer our existing and scheduled requests. Moneta solution is ideal for this. Working with Gantek and Subex will increase the number of services and subscribers of Avea and ensure it to proceed on the subject of Revenue Assurance with confident steps."

Subex COO's Sudeesh Yezhuvath said, "Being preferred by Avea together with Gantek for managing the needs of the Revenue Assurance has made us extremely happy. This is a perfect choice increasing the power of our Revenue Assurance solution, and we are utterly delighted at our increasing the general productivity of mobile operators in Europe by reducing their potential revenue leakages."

Gantek Strategic Solutions and Business Partnerships Coordinator Borga Parlar said, "By working with our business partner Subex, we carry the full end-to-end responsibility of the project with our identity as the solution provider. We are very glad to be satisfying the needs of Avea by taking place at all stages of the project with our own staff backed by over 20 years of experience and knowledge accumulation."

Being the market leader in Revenue Management solutions, Subex helps service providers reduce their risks through controlling the causes that may lead to leakages in their revenue chains, while it increases the operational productivity and hence creates higher margins and profitability.

As a versatile solution that contains Revenue Assurance instruments and abilities, Moneta offers pre-adjusted solution patterns for the wholesome supervision of the points related with Revenue Assurance such as service assurance, application integrity, retail invoicing, interconnection/wholesale invoicing and content deals and agreements.

About Subex:

Subex Limited is a leading global provider of Operations Support Systems (OSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability. Subex's software 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/interparty settlement. Subex's customers include 32 of the world's 50 largest service providers. The company has more than 150 installations across 60 countries. For more information please visit www.subexworld.com

About Avea:

With its subscribers exceeding 10 millions, Avea is Turkey's youngest and most innovative mobile communication operator. Providing its services to 94 percent of Turkey's population with its new generation network, the Company grows rapidly with both its corporate and individual services under "Avea" brand, and it invests to both technology and infrastructure, and to its management and employees continuously. Avea has 2,200 employees and roaming agreements with 468 operators over 176 countries, and it places customer satisfaction as its number one priority and provides their customers latest technology and most innovative and quality service with the vision of a leading company that offers the most quality service.

About Gantek Teknoloji:

With 22 years of experience at Information and Communication Technologies (ICT) and maintaining its activities with corporate governance principles, Gantek Teknoloji continues its operations as the leading System Integrator of Turkey and its region. Gantek is positioned as one of the most innovative ICT companies with its R&D investments for 9 years uninterruptedly. The Company provides solutions to telecom industry with Number Portability, Income Maximization and Value Added Services (VAS), to finance industry with risk management solutions, and to defense industry with various graphic applications. Gantek produces efficient solutions based on long-time business cooperation for all mobile and fixed line telecom operators, leading finance organizations, and telecom operators in CIS region. The Company has been listed among the fastest growing technology companies in Turkey at Deloitte Fast 50 Research for the period starting from the start of the research until today with its business volume above 56 million dollars, its employees specialized in their fields and with its strategic collaborations. Please visit www.gantek.com address for more information.