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## Overview

Subex Limited  
Bangalore, India  
[www.subexworld.com](http://www.subexworld.com)

## Solution components

- IBM DB2® 9.7
- IBM Power® 780

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*“DB2 provides the scalability, stability and processing capabilities we need.”*

—Nitin D., Senior Director, Engineering,  
Subex Limited

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# Subex Limited

*Reducing total cost of ownership of applications  
with IBM DB2*

Subex Limited, headquartered in Bangalore, India, is a leading global provider of Business Support Systems for communications service providers. With more than 300 installations across 70 countries, its products include revenue assurance, fraud management, credit risk management, cost management, route optimization, data integrity management and interconnect/inter-party settlement solutions that help telecom providers sustain profitability.

## The need

In recent years, the amount of data that Subex manages for telcos has grown from tens of millions of records to billions of records daily. This data includes subscriber data, call records, and transaction-based data, such as phone-based purchases and content downloads. The ability to rapidly process and analyze this information enables telcos to optimize operations—from confirming that all revenues are collected, to effectively managing inter-carrier expenses, to spotting fraud in real time. For example, if a customer loses a cellphone, Subex’s fraud management solution can immediately detect and report a new call pattern to the telco so financial loss can be minimized.

To support enormous data growth, Subex required a new technology architecture. “Being able to process billions of records daily drove new database requirements for performance and availability,” says Nitin D., senior director, Engineering, Subex. “A key aspect of the fraud management product is to detect fraud in real time. Our customers don’t care how much data is being processed, they just want to detect fraud as soon as the call happens.”

## The solution

To meet clients’ business requirements, Subex is enabling its products to run on IBM DB2® 9.7 on IBM Power Systems™. “DB2 provides the scalability, stability and processing capabilities we need,” says Nitin D. “IBM also is well known in the telco space and there are a lot of geographies where our customers want solutions on an integrated hardware and software solution from IBM so they can use the technologies they know.”



By supporting DB2 on Power Systems, the company also expects to reduce the total cost of ownership of its solutions by up to 40 percent. Savings will come from reduced hardware costs and more favorable licensing models. “When you compare licensing models, IBM provides a number of options that can help us reduce the price point and total cost of ownership for our customers,” says Nitin D. “We’ve also reduced our hardware requirements even though we’re processing larger volumes of data.”

The company’s fraud management and revenue assurance applications are the first of nearly eight applications to be migrated to DB2. Using the compatibility features in DB2 9.7, the company migrated its fraud management solution in under six months, experiencing 92 percent PL/SQL code compatibility and 90 percent DDL+DML code compatibility.

“We migrated a complex product like fraud management with a very large database schema plus about one million lines of C++ code in six months, including migration and test cycles—which was very fast in our estimation for such a complex application,” says Nitin D. “And we had more than 95 percent of the test passing in terms of functional completeness. The DB2 compatibility features enabled us to achieve this critical date and we have reused most of the test cases that existed earlier for certifying on DB2.”

According to Nitin D., the IBM sales team and senior management were involved throughout the migration to provide support. “It was clear that IBM is focused on building long-term, mutually successful relationships with its clients,” says Nitin D. “The IBM team in Bangalore provided us with free training and bootstrapping sessions on DB2 and senior executives visited us to confirm we had everything we needed. An architect from IBM was also actively involved in the migration activities.”

### The benefit

- Increased adoption of products from clients in emerging markets
- Reduced total cost of ownership by up to 40 percent for clients due to flexible licensing model and reduced hardware requirements
- Enabled rapid migration with more than 90 percent code compatibility

### For more information

To learn more about IBM DB2 on IBM Power Systems, please contact your IBM sales representative or IBM Business Partner, or visit the following websites:

[ibm.com/software/data/db2](http://ibm.com/software/data/db2) or [ibm.com/power](http://ibm.com/power)



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