

Volubill Goes on Winning Streak in Africa

Hat-trick of customer wins sees Volubill boost personalization, policy control and charging flexibility of mobile services for another 25 million subscribers

London, United Kingdom—14 May 2009— [Volubill](#), a leading supplier of real-time charging, policy and control applications for fixed and mobile service providers, announced today three new customer wins in Africa that sees Volubill's integrated charging and policy management suite, used for another 25 million subscribers taking the global total over 300 million.

These latest customer wins in Kenya, Senegal and Ghana bring the total number of Volubill's African service provider customers to 16, with others including Globalcom, Wataniya, Orange Cameroon and Mobinil Egypt. Having experienced rapid growth in mobile penetration over the last few years, service providers in Africa are now looking for ways achieve market differentiation while also better managing bandwidth use and exploring ways to derive incremental revenues from mobile services.

Volubill's integrated charging and policy suite enables real-time, on-the-network convergent charging and control for data services such as VoIP, broadband, content and messaging, over any access technology including 3G, EDGE, IMS, fixed, Wi-Fi and WiMAX. It covers functions such as deep packet inspection, policy management and enforcement, real-time rating, traffic shaping, balance management, and associated BSS functions.

"Now that many of Africa's Service Providers have developed a significant mobile data customer base, their attention is shifting to better managing the bandwidth available to them as well as deriving maximum revenue from the services delivered over their networks." said John Aalbers, CEO, Volubill. "Volubill's technology addresses both of these critical needs, allowing service providers to introduce more diverse and segmented charging models while gaining more control over network usage on an individual subscriber level."

In the recent report entitled Moving New Charging Models from Theory to Practice, April 2009, the Yankee Group highlighted the importance of an integrated approach to inspection, policy management, enforcement and real-time charging in order for service providers to move beyond flat-rate pricing and create greater subscriber value. The report recognized Volubill as a company to watch and one that adopted a unique approach by bringing together all these components into a single, integrated solution.

"Volubill expects to achieve further successes in Africa, and other regions where mobile markets are maturing," said Cheikh Dia, Head of Regional Sales, Africa. "Our ability to address inspection, policy management, enforcement and real-time charging in a single platform is an attractive proposition for service providers in markets where margins are being squeezed, competition grows fiercer and subscriber churn becomes an increasingly profound threat."

For more information on Volubill, please visit www.volubill.com.

###

About Volubill

Volubill provides innovative "on the network" charging and control solutions to telecom operators worldwide. Volubill's solutions enable operators to manage bandwidth based on subscriber- and service-centric usage policies and quotas in order to maximize revenues and service experience and eliminate churn. Transcending the boundaries between the network and IT systems, Volubill provides flexibility and unlocks the potential of real-time BSS integration. Founded in 2001, Volubill is a global company with more than 70 customers worldwide.

Further Information

Volubill
Martine Naughton
Head of Marketing
martine.naughton@volubill.com
+44 7879 441304