

# Russia's first geo-located network optimization implemented by Actix for Rostelecom's subsidiary BaikalWestCom

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- Actix expands delivery of mobile subscriber analytics and network optimization in new market

Actix (<http://www.actix.com/>), an award winning pioneer of software that enables mobile operators to run more effective networks, announces the successful implementation of ActixOne (<http://www.actix.com/products/actixone.html>) Geo-located Customer Experience Analytics and Network Optimization for BaikalWestCom, the largest mobile network operator in East Siberia.

BaikalWestCom, a subsidiary of Rostelecom (<http://www.rostelecom.ru/en/about/info/>), is the first operator in Russia and the Commonwealth of Independent States to implement the ActixOne platform for call tracing and RAN optimization to increase efficiency and automate network optimization processes.

Deploying ActixOne enables BaikalWestCom to target and prioritize network optimization based on real customer experience. ActixOne is a platform which provides a single centralized repository for multiple data inputs, automatically loading and processing BaikalWestCom's network data to detect problems and then optimize the network.

Optimization of the 2G and 3G networks leverages multiple data sources including geo-located Call Trace analytics, Drive Test, Configuration Management data and Performance Management for multiple supported equipment vendors and technologies.

Anton Shalin, Head of the Department RNP&O, BaikalWestCom, says: "Automating RAN data collection and analysis with ActixOne provides a more effective, centralized view of the network. It enables our engineers to rapidly identify and resolve any issues, often before subscribers are even aware that a problem is developing."

Detlef Ott, Sales Director, Actix, says: "The successful implementation of ActixOne at BaikalWestCom is fundamental for further development of business operations in the Russian telecom market. Actix's innovative centralised RAN data repository and optimization products will help ensure BaikalWestCom maintains its solid market position and its outstanding network performance quality."

The implementation of ActixOne for BaikalWestCom has been led by Actix's Russian partner – AZymuth Limited.

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About BaikalWestCom

Baikalwestcom» ([www.bwc.ru](http://www.bwc.ru)) — is the largest mobile operator in Eastern Siberia, a 100% subsidiary of Rostelecom. Baikalwestcom provides voice and data services in GSM, CDMA 2000, 1x EVDO and UMTS in Irkutsk and Buriatia regions (more than 1 million square kilometers).

About Rostelecom

Rostelecom ([www.rostelecom.ru](http://www.rostelecom.ru)) is Russia's largest national telecommunications operator with presence in all Russian regions. The Group is a universal operator and undisputable leader of broadband and pay-TV markets in Russia with over 9 million fixed-line broadband subscribers and over 6 million pay-TV subscribers. As Rostelecom develops its mobile data networks, its position as a major mobile operator is growing with over 13 million currently subscribed to Rostelecom's mobile voice services. The Company currently has approximately 28 million local fixed-line voice subscribers and it is the leader in the corporate and government services segment. The Group is also an important innovator that provides solutions in the field of medicine, E-Government, cloud computing and education.

#### About AZymuth

AZymuth Limited ([www.azymuth.ru](http://www.azymuth.ru)) is Actix's partner and sole official distributor of Actix products in Russia and ex-CIS countries. AZymuth has 7-years' experience in provisioning and deploying Actix software solutions in Russia and nearby countries.

#### About Actix

Actix, a company of Amdocs, creates software platforms that enable mobile operators to deliver better customer experiences, maximize network ROI and generate new revenues by locating, optimizing and monetizing subscriber experience. Actix provides operators with real-time, geo-located, visibility and control over the Radio Access Network (RAN); the most critical part of a mobile operator's infrastructure.

With more than 20 years' experience as a technology leader in the field of RAN analytics, optimization and SON, Actix works with operators in more than 100 countries world-wide.

For more information, visit [www.actix.com](http://www.actix.com)

#### About Amdocs

For more than 30 years, Amdocs has ensured service providers' success and embraced their biggest challenges. To win in the connected world, service providers rely on Amdocs to simplify the customer experience, harness the data explosion, stay ahead with new services and improve operational efficiency. The global company uniquely combines a market-leading BSS, OSS and network control and optimization product portfolio with value-driven professional services and managed services operations. With revenue of \$3.3 billion in fiscal 2013, Amdocs and its more than 20,000 employees serve customers in over 70 countries.

Amdocs: Embrace Challenge, Experience Success.

For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com)

#### Amdocs' Forward-Looking Statement

This press release includes information that constitutes forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995, including statements about Amdocs' growth and business results in future quarters. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be obtained or that any deviations will not be material. Such statements involve

risks and uncertainties that may cause future results to differ from those anticipated. These risks include, but are not limited to, the effects of general economic conditions, Amdocs' ability to grow in the business markets that it serves, Amdocs' ability to successfully integrate acquired businesses, adverse effects of market competition, rapid technological shifts that may render the Company's products and services obsolete, potential loss of a major customer, our ability to develop long-term relationships with our customers, and risks associated with operating businesses in the international market. Amdocs may elect to update these forward-looking statements at some point in the future; however, the Company specifically disclaims any obligation to do so. These and other risks are discussed at greater length in the Company's filings with the Securities and Exchange Commission, including in our Annual Report on Form 20-F for the fiscal year ended September 30, 2013 filed on December 09, 2013.

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