

# Communications Service Provider

## Enhance Your Customers' Communications

*Your organization prides itself on simplifying customers' lives. You deliver just what they want: "always-on" service and plenty of features. Today, however, they demand even more. Anything less than the newest multimedia services, instantaneous support, and immediate trouble resolution encourages customer churn — and in today's market, you rarely get a second chance. To keep up, you have to demand just as much from your technology partners.*

Trust Neustar. Every day, we help customers around the world solve some of the most challenging and complex network issues imaginable. We will work collaboratively with you to help generate new streams of revenue, find ways to decrease costs without compromising the value you deliver to your customers, and speed your time-to-market.

As you enhance your existing infrastructure and prepare for the IP-driven future, Neustar can deliver the seamless telecommunications and directory solutions you need most.

Neustar is the trusted and neutral manager for the data, registry, and management services that route telephone, mobile, and Internet traffic globally. We understand the capabilities and potential of networks better than anyone; in fact, we connect billions of endpoints, thousands of networks, and hundreds of technologies all over the world.

We offer a broad range of services to enable smarter communications for service providers, which enable you to:

### **Tap into new markets and revenue streams.**

- **IP services** that enable true IP connectivity — and combine text, voice, video, and instant messaging over a variety of networks to give your customers even more ways to communicate
- **Mobile messaging services** that have an immediate and significant impact on mobile commerce and marketing — and on reaching hundreds of millions of mobile consumers

### **Operate more efficiently and reduce costs.**

- **Numbering services** that address the assignment and use of phone numbers in 19 countries, as well as number portability services that provide your customers with flexibility and choice when switching telephone carriers

### **Provide better service to your customers.**

- **Web performance monitoring services** that help increase website efficiency, reduce costs, identify application and network issues, and give users an improved online experience

- **DNS services** that power over 20 million Internet addresses and resolve over 11 billion DNS queries per day for thousands of organizations and Top Level Domain (TLD) customers by utilizing Neustar's advanced global directory services platform, which spans five continents
- **Domain name registry services** that expand the universe of available website addresses and help your customers launch and expand their Internet presences

For more than a decade, Neustar's people, technology, solutions and commitment to operational excellence have been catalysts for making our customers' networks faster, more cost-effective, more efficient, and better optimized. Now, we stand ready to help you.

### Smarter Networks Equal Better Results

Put simply, Neustar ensures the seamless interworking of networks everywhere. We allow service providers to conduct business with each other more effectively – and in doing so, we help your customers to make the most of their communications. At the same time, our unflagging commitment to neutrality ensures that your proprietary information is managed securely and with confidentiality.

Most importantly, our broad range of services delivers significant business benefits, enabling you to:

- Introduce new and innovative services
- Tap into new markets and revenue streams
- Reduce operating costs and run more efficiently
- Provide better service to customers

### Earning Your Confidence — And Your Business

Neustar is ready to mobilize our community of business professionals and industry experts on your behalf — anticipating and solving complex network problems to achieve successful network outcomes for you and your customers.

Whether your primary concerns are convergence, interoperability, routing, or addressing, make Neustar your first call. We are fully prepared to earn your confidence — and your business. Contact Neustar today at **+1.571.434.5400** or visit our website at **www.neustar.biz** to learn more.