

# Reap the Rewards of Intelligent Network Investments

As your organization requires more and more from its communications and information technology to serve its customers, more and more is required of you.

Elegant problem-solving has its place — but more often than not, you must spearhead the day-to-day efforts of steering technology initiatives to implementation as quickly and effectively as possible. Above all, you are intensely focused on technology investments that reap the greatest rewards for each dollar spent.

When the time comes to collaborate with a partner you can trust, think of Neustar.

We have the ingenuity, drive and deep knowledge to tackle your toughest technical challenges — and to deliver solutions that deliver exactly as promised.

At Neustar, we place a high premium on technological expertise — and on pushing ourselves to develop creative, forward-looking solutions that meet the needs of our customers. Put simply, our broad range of services enables smarter communications.

Neustar connects billions of endpoints, thousands of networks, and hundreds of technologies around the world — and there are many examples of how we can help you:

## Optimize network performance.

- **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

## Develop new markets and revenue streams.

- **IP services** that enable true IP connectivity — and enable networks to connect and communicate with each other regardless of the technology, type of data, or consumer device
- **Mobile messaging services** that have an immediate and significant impact on mobile commerce and marketing — and on reaching hundreds of millions of mobile consumers
- **Domain name registry services** that expand the universe of available website addresses
- **Numbering services** that provide customers with flexibility and choice when switching telephone carriers

If you can conceive of a desired network solution, Neustar can help you achieve it.

## Smarter Communications, Greater Outcomes

Neustar is the trusted company behind the networks people use every day. Our “behind-the-scenes” efforts create intelligent global networks that continually provide newer and better ways to connect and communicate worldwide, and that successfully converge technologies, networks, and platforms. Further, because our customers have “no time for downtime,” Neustar services and solutions are designed for the highest levels of reliability and operational performance.

Most importantly, our services deliver significant business benefits to communications service providers, large-scale e-retailers, enterprises, registrars, government agencies and more.

## 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 help you drive revenues, serve your customers even better, and increase operating efficiencies.

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](http://www.neustar.biz)** to learn more.