

# Unleash the Power of Your Networks

In a world of accelerating technological change and economic uncertainty, it can take exceptional leadership skills to even meet your company's business and financial targets, much less exceed them. Your company must find ways to open up new markets and develop new sources of revenue while carefully managing costs and protecting your competitive position.

Neustar has the ingenuity, integrity, and drive to help you unleash the power of networks — enabling you to better serve your customers, increase operating efficiencies, and grow your bottom line. Specifically, we can create trusted, reliable “real-world” addressing, interoperability and infrastructure solutions for your network and your business.

When you become a Neustar customer, you will be collaborating with a team that understands the capabilities and potential of networks better than anyone. Our customers rely on us to:

- Manage the critical infrastructure behind the networks that they provide to their customers
- Connect billions of endpoints, thousands of networks, and hundreds of technologies across the globe
- Oversee the assignment and routing of phone numbers in 19 countries
- Resolve over eight billion Domain Name System (DNS) queries per day
- Power the resolution of over 20 million Internet domains for thousands of enterprise customers and leading Top Level Domains (TLDs) including .US and .BIZ
- Support the routing of one billion mobile instant messages per month
- Manage and operate the U.S. Common Short Code (CSC) Registry, enabling today's marketers to reach more than 270 million mobile consumers

Our customers face some of the most complex network challenges imaginable. They look to us for reliable solutions that make their networks more connected, more efficient, and more capable. In a word, Neustar makes their networks smarter. For more than a decade, our people, technology, and solutions have been catalysts for customer success – and now, we stand ready to help you.

## Why Intelligent Networks Matter

Neustar is largely invisible to end-user customers, but plays an invaluable role in supporting and enabling the world's communications infrastructure. Put simply, we are 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.

Most importantly, our broad range of services deliver significant business benefits to communications service providers, large-scale e-retailers,

enterprises, registrars, government agencies and more, helping them 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 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.