

Partner Program

Neustar® Solutions for Referral Partners

Let Neustar's experts work for you and your clients!

As an information technology service provider, success in today's highly competitive global business environment depends on offering a wide range of scalable solutions to satisfy the ever-increasing demands of your customers.

Now more than ever, being able to run your business operations online—with maximum uptime—is directly tied to every organization's bottom line. Most of your customers can't afford even a few minutes of downtime. And as a service provider, you can't afford to deliver sub-par services.

As customers look to your organization for holistic front-to-back solutions, you need to keep pace with changing technology standards and make sure you have the capabilities to deliver cost-effective services.

Don't go it alone

In today's highly competitive and increasingly complex global business environment, your success depends on offering a wide range of scalable solutions to satisfy the ever-increasing demands of your customers. You need a way to extend your reach, attract new business, and provide the right solutions to also help your customers achieve sustainable success.

That's why a Neustar® Referral partnership is so important. It allows you to add valuable services to your overall portfolio without any additional hardware or software costs.

Neustar® UltraDNS® and Webmetrics® solutions deliver a comprehensive suite of robust and adaptive solutions that will keep your customers' most critical web environments up and running, and most importantly, profitable.

Neustar UltraDNS

In today's wired world, a few minutes or seconds of down time, a delayed connection, or a security breach can have a devastating impact on your customers—lost revenue and customers, unsatisfied vendors or constituents, diminished credibility. Having access to a robust suite of advanced managed DNS and traffic management services is essential for keeping pace with current customer needs and for engaging with new clients.



Neustar UltraDNS delivers:

- **Increased Reliability.** Fewer drops, more visitors
- **Better Performance.** Reduced latency, faster responses
- **More Secure.** Advanced security, 24/7 monitoring
- **More Scalable.** Massive, global redundancy
- **More Control.** Near real-time management control

neustar™

100 percent service SLA

Neustar UltraDNS and Traffic Management Services were engineered for businesses that depend on the Internet for key business operations. These innovative cloud-based services provide the highest levels of DNS reliability, performance, and security without requiring any additional hardware or software to install and maintain. Neustar UltraDNS is monitored around the clock and backed by a 100% service level agreement guaranteeing maximum uptime.

Neustar UltraDNS provides enterprises with a global DNS infrastructure, while allowing them to retain control of their DNS data via an intuitive, web-based management portal. Neustar UltraDNS is one of the largest and most widely distributed DNS infrastructure in the world consisting of 14 public nodes across five continents. The nodes form an Oracle database-driven infrastructure that replicates globally in near real-time and your customers' DNS requests are routed to the geographically closest node, ensuring they are resolved quickly.

With Neustar Traffic Management Services, customers can leverage the UltraDNS infrastructure to provide enterprises with web server monitoring and failover, global server load balancing, and geographic web traffic routing services with no capital expenditure and at a fraction of the cost of operating an equivalent in-house solution.

Neustar Webmetrics

The more elaborate and expansive a technological infrastructure is, the more dynamic and responsive it needs to be. In this rapidly changing and interconnected environment, often the best way to solve a technical issue is to prevent it from happening in the first place. That's where Neustar Webmetrics comes in.

Managing the complex web ecosystem

Neustar Webmetrics puts you and your customers in control with the most advanced external performance monitoring and load testing technology available for the broadest range of websites, Internet applications, and services. As web networks have become more interconnected and interdependent, it has become increasingly important to know how a website is performing—in real time and from a global perspective. By providing a complete and detailed look at the entire web ecosystem, Neustar Webmetrics gives organizations that provide web-enabled services the data and information needed for better customer-centric decision making.



Neustar Webmetrics delivers:

- **Ensure online performance.** Track external performance from an end user perspective
- **Protect your brand and revenues.** Resolve issues before customer impact
- **Increase collaboration.** Share performance information among key stakeholders
- **Improve efficiency.** Speed mean-time-to-resolution and reduce the load on customer service

Advanced monitoring

Neustar Webmetrics ensures that client sites are up, checking in as frequently as every minute from locations spread across the globe and providing a detailed breakdown of performance problems including DNS time, time-to-first-byte and transfer time. By simulating web transactions — customer logins, purchase order fulfillment, network searches — Neustar Webmetrics is able to verify that even the most complex web applications—web 2.0, Ajax, Flash and Java plugins — are available and performing 24/7/365.

Additionally, Neustar Webmetrics monitors transactional capabilities and streaming media times to make sure that all requests can be processed from each step of the web service request chain and that data can effectively stream without buffer timeout of degraded stream quality.

At the network level, Neustar Webmetrics keeps tabs on DNS, FTP, Ping, POP, SMTP protocols to ensure availability and connectivity. In addition, a custom Port level monitoring allows monitoring of custom protocols.

Load Testing

Neustar Webmetrics also features a more accurate load testing capability that simulates real users on real – not emulated – browsers. What's more is that it's a managed service, which means Neustar will work with your customers to gather requirements, define scenarios, run a series of tests, and review what the results mean. Neustar will be with your customer from start to finish, satisfaction guaranteed. By the end of the engagement, you'll have a clear understanding of where their bottlenecks lie, what load their application can handle, and expert advice on how to scale further. Come away with insight into how their site performs under stress, and what can be done to push it further.

Neustar Solutions for Referral Partners

In light of the rising challenges your customers face, you simply can't afford to rely on traditional methods of Internet services and support. You need a new way to position your organization as a leader, yourself as a trusted advisor and your customers for success.

Start now. By referring your clients and prospects today, you can connect your customers to the services and technologies that provide a measurable and lasting value — and generate an additional revenue stream.

For more information about how Neustar UltraDNS and Webmetrics solutions can enhance your business offerings call 1-866-452-5429 or visit www.neustarreferrals.biz.

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