

Harness the **Power of Partnership**

From managed DNS to advanced traffic management to performance management services, Neustar is the right choice — right now — for you and your clients.

The adoption of cloud computing and the focus on “hybrid” environments is increasing, and enterprises everywhere — many of which may be your customers — are on a tireless quest for cost efficiencies, guaranteed SLAs, increased performance, high reliability and advanced security. In short, they need your help managing their critical infrastructure and applications, and by partnering with Neustar, you can meet their ever-changing demands time and again.

With Neustar managed DNS, external traffic management and performance management expertise at your disposal, you’ll leverage industry-leading solutions that can help you access new revenue streams; bring additional market opportunities into focus; launch new value-added product offerings in weeks or even days; and minimize your customers’ risk exposure — all while reducing capital expenditures.



neustarTM

Neustar UltraDNS® and Webmetrics® Services: World-Class Solutions

Internet infrastructure know-how, website performance, reliability and security are at the heart of Neustar solutions. Collaborating with us allows you to expand your service offerings, enhance the value proposition you extend to customers, and increase sales and profitability.

- **UltraDNS®** provides a global managed DNS network that delivers superior levels of performance, reliability and security to this critical infrastructure.
- **Webmetrics®** ensures online performance, competitive advantage, and a positive end-user experience by leveraging a global infrastructure with locations in over 100 cities. Our service offerings include external monitoring of web sites, applications, web services, ecosystems, streams, and networks.

Industry Leading Managed DNS and Traffic Management

Enabling Key Applications

DNS is a critical component of any IT infrastructure. It not only supports websites, but also enables key applications such as email and emerging communication services such as VoIP. Consequently, enterprises in every industry are striving to achieve 100% uptime for their DNS infrastructure.

Neustar UltraDNS® suite helps enterprises manage external and internal DNS with no investments in hardware and software — enabling you to optimize your DNS infrastructure to improve your customer's experience and productivity.

High Performance...Global and Guaranteed

Neustar global UltraDNS® network consists of 16 public nodes across six continents, with additional private nodes collocated with leading ISPs. Taken together, they make UltraDNS® one of the largest and most widely distributed DNS infrastructures in the world. The nodes form an Oracle database-driven infrastructure that replicates globally in near real-time. DNS requests are routed to the geographically closest node, ensuring they are resolved with the very latest data. Further, it is monitored around the clock, and backed by an industry leading 100% uptime service level agreement (SLA).

Superior Manageability and Visibility

Neustar UltraDNS® provides an advanced web-based interface that automates and simplifies the day-to-day management of your customers' DNS data. The management portal is equipped with advanced reporting tools that detail DNS activity for all of a customer's domains.

Unrivaled Security

Neustar currently offers a unique advanced security feature, entitled DNS Shield, which provides unparalleled protection to your web operations. DNS Shield is a revolutionary extension of Neustar's UltraDNS Infrastructure; it provides heightened levels of performance and security to the Internet. Neustar has partnered with leading Internet service and network providers to ensure that the millions of domains powered by Neustar UltraDNS are always available to their customers.

“If DNS does not work, nothing else matters.”

— Rodney Joffe, Senior Vice President and Senior Technologist, Neustar.

External Traffic Management Solutions

Neustar also offers a suite of innovative traffic management services that leverage the UltraDNS® infrastructure*. These services provide enterprises with advanced tools, but do not require the deployment of expensive hardware and software. The services include:

- **SiteBacker**, which monitors website availability and provides an automated failover in the event of an outage — and failback when restored.
 - **Traffic Controller**, a rules-based weighted load balancing solution that provides automated traffic distribution and dynamic load balancing adjustments based on monitoring results. Traffic Controller continuously monitors performance and automatically adjusts traffic based on performance thresholds; it also includes automated failover, failback and notification of load balanced locations.
 - **Directional DNS** provides the ability to optimize the traffic flow of different types of DNS requests based on the geographic location of the end user — anywhere in the world. Traffic can be directed to different locations, speeding responses and maximizing bandwidth utilization by selecting the optimal host. It is a cost-effective option for global load balancing or geographical traffic shaping.
- * **NOTE:** Usage of these services requires that Neustar UltraDNS® be the primary DNS.

Leading-Edge Performance Management Solutions

Neustar Webmetrics® Monitoring

Neustar Webmetrics® Monitoring services enable companies to identify, solve and prevent web performance issues before customers are impacted. Webmetrics® tests, monitors and measures the performance of web sites, web applications, web transactions, web services, network services and streaming media to ensure 24/7 uptime and performance integrity. External monitoring services are provided from a vast network of agents located in over 100 major cities around the world.

Webmetrics® Monitoring services offer numerous tangible benefits to Neustar customers, including:

- **An enhanced customer experience.** Web performance issues can be prevented, recognized and resolved quickly, well before your customers are impacted.
- **Online revenue growth and protection.** Prevent revenue loss due to slow performance or downtime — and grow revenues by providing an excellent customer experience online.
- **SLA management.** Webmetrics® Monitoring services help you verify that your SLA performance objectives are met. What's more, the independent, objective performance monitoring data you receive will be an invaluable asset in building and maintaining your customers' and partners' trust.

“In today's competitive online landscape, great web performance is not optional.”

— Doug Taylor, co-founder of Webmetrics®

Neustar Webmetrics® Load Testing

Neustar Webmetrics® Load Testing services provide real-world validation that your web applications are ready to go with a fully managed solution that saves time and money. Here are a few of the benefits your organization will realize:

- **“Real-world” performance validation.** External load testing provides real-world validation that your web applications are ready for launch. Webmetrics® has the capability to generate enough load to bring down the largest web sites and applications from our multi-city extendable load testing network.
- **A managed solution.** Webmetrics® Load Testing is a managed service — which means Neustar will work with you to gather requirements, define scenarios, run a series of tests, and review what the results actually mean. We'll be with you from start to finish — satisfaction guaranteed.

- **Dedicated expertise:** A dedicated Neustar engineer is allocated to each load test customer, and stands ready to provide expert web performance analyses, diagnoses and recommendations.

Professional Services

Performance, reliability and security are all equally important when it comes to your Internet applications and infrastructure. The Neustar suite of Professional Services can help you optimize and maximize your operational and financial ROI across the board.

Neustar draws on a wealth of experience and advanced analytical tools to ensure that you deliver against all your IT objectives — be they launching a new Internet application, expanding your infrastructure, or resolving performance issues with your current operations. Better yet, we can help you implement, maintain, and improve your IT infrastructure while reducing your total costs of ownership. Our Professional Services suite includes:

- **DNS/DHCP/IPAM (DDI) Security Assessment.** Neustar can conduct a top-to-bottom security review of these critical components of your existing infrastructure.
- **DNS Cache Poisoning Assessment.** Neustar can alert you to the susceptibility of your online operations to the growing threat of malicious cache poisoning.
- **Integration and Migration Services.** Whatever Neustar service you plan to use, we aim to make your migration to our Internet Infrastructure services smooth and seamless. We offer architecture review, project management and planning, assistance with process/ procedure conversion, Help Desk scripting, dashboards/reports, custom configuration using APIs, analysis of existing DNS/DHCP solution, data migration, and much more.
- **Training Services.** To ensure that you fully utilize all the features of Neustar managed services, our consultants can provide private training sessions (either via webinar or on-site) on a variety of topics including UltraDNS® account administration, Webmetrics® account administration and advanced UI topics.
- **Technical Account Management (TAM) Service.** You rightfully expect to receive full value from Neustar portfolio of managed services — and Neustar TAM Service provides you with “on-demand” access to our professional services team, which can address any and all issues you have, from training to performance to management.



Be Confident in your Partnership Decisions

In Neustar, your organization will find a partner that is as committed to your business, your clients, and your growth as you are. Our Global Partner Program offers two options based on your business practice, demands, and requirements. Simply choose the one that's right for you, contact us, and we will provide you with everything you need to be successful.

Referral Partner

As a Neustar Referral Partner, you'll gain a competitive edge by referring your existing customers and prospects to our best-in-class managed DNS and Web performance management solutions. Every business is looking for new and innovative ways to retain customers and sell deeper into its existing relationships — and in this respect, the Neustar referral program truly delivers. You'll be able to better create “win/win” scenarios by providing your customers access to the essential services and expertise they require to stay up and running, even as you uncover newer and more dynamic ways to engage with customers and prospects.

Reseller Partner

As a Neustar Reseller, you will be able to bundle additional services into your portfolio that provide added reliability, scalability, and a superior level of performance. Start today, and begin expanding your addressable market, decreasing time to market and “bulletproofing” your customers' Internet infrastructure — all while reducing total cost of ownership.

Harness the Power of Partnership with Neustar

Neustar has been a trusted advisor to over 3,000 organizations worldwide — and now, we stand ready to mobilize our community of business professionals and industry experts on your behalf. Anticipating and solving complex network problems to achieve successful outcomes for you and your customers will become our highest aim.

Whether your primary concerns are security, convergence, interoperability, routing, or addressing, Neustar can help you uncover new and better ways to increase operating efficiencies, serve your key audiences better, and launch new services — all of which help you fulfill your overarching mission.

Contact Neustar today at **+1.866.452.5429** or visit our website at **www.neustarpartners.biz** to learn more.

Key Benefits:

Neustar UltraDNS®

- **Performance:** Fast DNS resolution; lowest drop rate; utilizes intelligent routing to direct traffic to the closest topological node
- **Reliable:** 100% Service Level Guarantee
- **Secure:** Hardened, proprietary resolution with cyber attack management
- **Flexible:** UltraDNS® manages the DNS environment while users control the data; changes are propagated globally in near-real time
- **Scalability:** The UltraDNS® network has 16 nodes and a presence on six continents, each consisting of a “constellation” of hundreds of nameservers
- **Cost:** With the managed services approach, users only pay for what they use; cost of the service grows in line with the growth of our customers' businesses

Neustar Webmetrics®:

- **Enhanced customer experience:** Web performance issues can be prevented, recognized and resolved quickly before customers are impacted
- **Online revenue growth and protection:** Revenue losses due to slow performance and downtime can be minimized — and online customer experiences can be optimized
- **Service level agreement (SLA) management:** Independent, objective performance monitoring data help establish trust with customers and partners; delivery against SLA objectives can be verified easily
- **Real-world performance validation:** External load testing provides real-world validation that web applications are ready for launch; via a multi-city extendable load testing network, Webmetrics® has the capability to generate enough load to bring down the largest web sites and applications
- **Managed solution:** Neustar works with its customers to gather requirements, define scenarios, run a battery of tests, and review what the results actually mean
- **Dedicated expertise:** A dedicated Neustar engineer is allocated to each load test customer to provide expert web performance analyses, diagnoses and recommendations

Professional Services:

- Global reach
- Customized solutions
- Proven delivery approach
- Consulting from DNS/DHCP experts
- Consulting from web performance monitoring and management experts
- Development of infrastructures with 100% reliability

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing innovative solutions and directory services that enable trusted communication across networks, applications and enterprises around the world.

Neustar provides its UltraDNS® managed DNS services to organizations that rely on the Internet for their critical business processes, applications and services. Neustar UltraDNS® services are used by more than 3,000 enterprises and TLD infrastructure customers worldwide, and power the resolution of nearly 20 million global Internet domains. Neustar Webmetrics® service provides collaborative performance management services for complex web ecosystems.

Visit **www.neustar.biz**, **www.ultradns.biz** and **www.webmetrics.com** for more information.

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