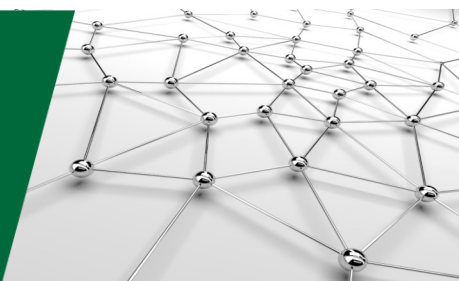


# Neustar® IP Enablers Solution

## Reduce Network Costs and Increase Profitability.



### Simplify, Optimize, and Capitalize.

With an ever-increasing, complex tangle of networks with various control points, organizations are being faced with inefficiencies, rising costs and lack of network knowledge — leading to unnecessary complexity and overall planning paralysis. Enter Neustar IP Enablers. IP Enablers solve these issues by empowering carriers to manage all their circuit switch and IP assets as if they were one centralized network, resulting in 10 to 20% lower routing and management costs, increased network clarity and a true "intelligent routing."

### Using IP Enablers, you'll be able to:

#### Simplify.

Simplify your IP network routing and policy management through one single unified approach.

#### Optimize.

Optimize performance, speed and time-to-value.

#### Capitalize.

Capitalize on lower costs, greater functionality and monetization through new services.

### The IP Enablers Approach

- // Centralized routing intelligence through a single (architecture) interface.
- // Real-time services available on-demand, in the Cloud.
- // Strong analytics that provide consolidated network insight.
- // Global reach that extends insight and policy beyond network boundaries.
- // Integrated portfolio of capabilities that works across multiple vendor platforms and/or technologies.

Neustar IP Enablers solves some very important growth and efficiency issues facing communication service providers today, using:

- // Common, seamless and centralized route provisioning.
- // A cloud-based services integrated portfolio.
- // Comprehensive, global registries.
- // Advanced network analytics.

### Delivering value from day one.

Our customers are seeing rapid value delivery from the implementation of Neustar's IP Enablers Solution. Recent customer analysis shows operators can reduce their overall routing, capacity, and interconnection costs by 10 to 20%.

### Benefits

From the first day, you'll begin to realize the following benefits:

#### Total Network Control

- // Real-time, in-call addressing and routing services across TDM and IP
- // Full network insights, modeling, reporting — resulting in increased network intelligence
- // Immediate registry access for voice, messaging and video

#### Unified Architecture

- // Addressing and routing in a single, unified query as opposed to multiple queries
- // Common APIs and signaling, reducing network complexity
- // Integrated information collection
- // Common, seamless provisioning for registries

#### Simplified Workflow

- // Automated feeds to centralized intelligence engine, resulting in real-time reporting and intelligence
- // Flexible reporting via an easy-to-use graphical user interface
- // Creates efficiencies in overall network management and usage

#### New Service Optimization

- // Facilitates faster network migration / expansion
- // Promotes network consolidation
- // Provides a framework for, and accelerates delivery new services

## How It Works — Simplifying Your Network Evolution to IP

IP Enablers provides both unified publishing and unified network provisioning for routing and addressing across one, single, smart architecture — eliminating the need for multiple policy environments, redundant updating and manual analysis. IP Enablers provides centralized real-time routing, data collection and flexible reporting for analytics so you can not only optimize routing for your IP assets from a single policy process, you can also include your TDM legacy infrastructure and create policies across your entire network. Neustar's routing server approach provide real time, scalable interoperability, seamlessly using standards-based queries across your entire network today and as you evolve. Finally, IP Enablers provides full integration with Neustar's leading and comprehensive registries for not only the most authoritative, source addressing in North America but worldwide through our broadly deployed global registries.

### IP Enabler Solution – Addresses the challenges and opportunities of network addressing and routing.

In today's ever-complex environment of network migration, consolidation and expansion, it is becoming increasingly difficult for triple-play providers such as cable, broadband and wireless companies to manage their IP networks and deliver new services in a rapid, scalable fashion.

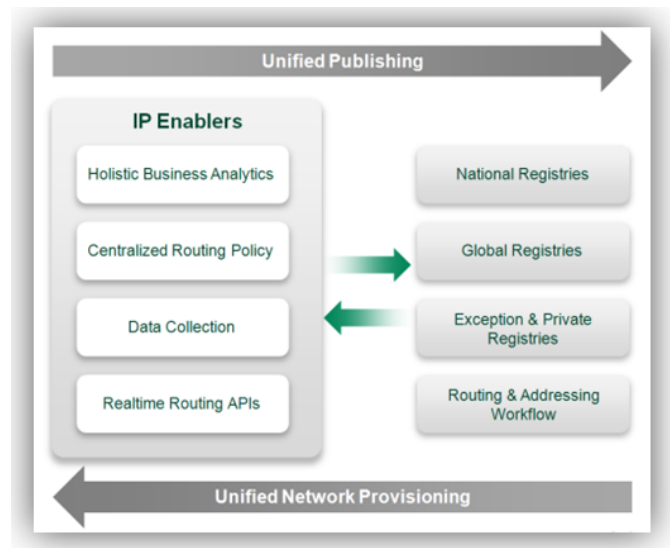
Neustar IP Enabler solutions change all that by empowering operators to migrate their network infrastructures to easily support next-generation Internet Protocol (IP)-based services.

These new services optimize routing and addressing for current network technology (such as time-division multiplex) and enhance advanced architectures (including 3GPP, long-term evolution, and IP multimedia subsystem) with increased network intelligence. As a managed service, the solution can quickly and efficiently adapt to changing network requirements and provides a holistic architectural approach to solve many of the challenges facing operators today.

### Highlights of the enhanced capabilities you'll have with the adoption of IP Enabler solutions

- // **Number Discovery**
- // **Interconnect Management**
- // **Enterprise IP Connect**

To find out more: Visit us at [www.NeustarIPEnablers.biz](http://www.NeustarIPEnablers.biz), or email us at [SolutionsTeam@Neustar.biz](mailto:SolutionsTeam@Neustar.biz) to learn more about how Neustar IP Enablers Solution can help you simplify, optimize and capitalize.



### Technical Capabilities

Neustar's IP Enablers Solution delivers the following technical capabilities:

#### Analytics Capabilities

- // Scenario Modeling
- // Cost/Price Analysis
- // Analysis by Carrier
- // Quality Analysis
- // Fraud Analysis

#### Real time Routing Capabilities

- // Call-by-Call routing
- // User/Service validation
- // Cost/Price Routing
- // Percentage Routing
- // Quality Routing
- // Black/White List routing

#### Registry Capabilities

- // Number Port Discovery
- // Query for Routes
- // Publishing routes
- // Exception Routing and VPNs
- // Bulk downloads to Route Servers

#### Route Server Capabilities

- // ENUM and SIP interfaces to support SMS/MMS, X-CSCF, Session Border Controllers, Media Gateways, and Application Servers
- // AIN, INAP, SCCP, MAP, MAP SRI\_SM, CAP, WIN, PCS-1900 interfaces to support Class 4/5 switches, MSC/MSS, and SMS/MMS

### About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing market-leading, innovative solutions and directory services that enable trusted communication across networks, applications and enterprises around the world. Visit Neustar online at [www.neustar.biz](http://www.neustar.biz).