



HIGHLIGHTS

- Forward Thinking Analytics
- Real Time Analysis
- Multidimensional Risk Mapping
- Cloud Based Solution
- Risk Guided Revenue Intelligence

EVERY SECOND COUNTS

FRAUD LOSSES REACH
\$40B PER YEAR GLOBALLY

Neustar® Risk Management

Identify Risk Before It Occurs

Neustar Risk Management services help content providers proactively identify their most profitable customers and prospects while cutting the cord on those less profitable.

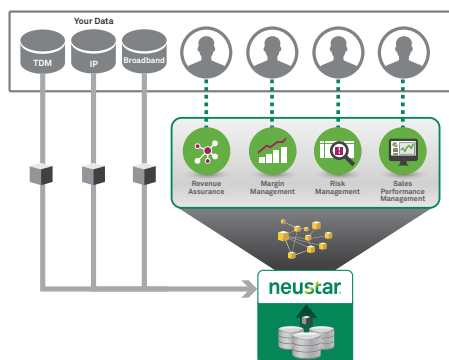
Through real time analytics, ongoing monitoring of subscriber activity and integration with your billing system, Neustar will help you to identify and reduce threats that could jeopardize incoming revenue.

- **Stop Fraud and Control Risks:** Identify returning debtors and authenticate new subscribers at the time of install
- **Reduce Sales Costs:** Mine new customer data to customize best offers
- **Shrink Fraud Losses:** Identify fraud usage behavior faster, before it occurs
- **Minimize Risk and Maximize Opportunity:** Automated integration of Neustar Information Services and advanced analytics helps identify high risk/high reward customers

Ensure Best Practices

Neustar Risk Management services takes a proactive approach that allows you to assess risk and identify problem areas before they happen.

- Stay ahead of threats and challenges
- Reduce revenue loss through better risk identification
- Ensure effectiveness of Revenue-Intelligence practices and controls
- Increase revenue recovery while minimizing the exposure to risk
- Drive Revenue and Reduce Churn
- Augment your internal data with Neustar's industry leading demographic data



Why Neustar?

With virtually unlimited scalability and flexibility, Neustar consistently delivers a superior ROI within a short period of time, reducing fraud by as much as 90% in areas such as:

Subscription Fraud – Detects fraudulent attempts at Point of Sale, using fuzzy pattern matching and fingerprinting by interfacing with multiple databases

Wholesale Fraud – Designed specifically to meet the unique needs and challenges that Wholesale Fraud Managers face like FAS (False Answer Supervision) Arbitrage, Traffic Pumping, Tromboning and more

Back Office Fraud – Monitors employee activities within the CSP's systems as well as subscriber usage, transactions, and CRM events to detect potential fraud

Bypass Fraud – Identifies SIM box fraud and bypass traffic using a rich set of calculated parameters

Enterprise Fraud – Detects, alerts and notifies PBX hacking in near real-time to limit losses

Sales Channel/Dealer Fraud – Complex Event Processing Engine that Identifies sales channel fraud and abuse behavior

Tech Specs

- Easy to implement POS analytics tool
- Real-time analysis for fraud prevention
- Maximizes cost savings and risk mitigation by matching new subscribers to current or former CSP accounts
- Correlates current calling patterns to historical fraud patterns
- Leverages carrier class data facilities to support and manage the solution
- Fully compliant with ISO 31000

Learn More

For more information **Call +1.877.831.3984**

Visit **www.neustar.biz/carrier-services/risk-management**

Email **solutionsteam@neustar.biz**

About Neustar

Neustar, Inc., (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, entertainment, advertising and marketing industries throughout the world. Neustar applies its advanced, secure technologies in routing, addressing and authentication to its customers' data to help them identify new revenue opportunities and network efficiencies, and institute cybersecurity and fraud protection measures. More information is available at **www.neustar.biz**.