

Neustar® Subscriber Identity Management Moving You from Cost to Cash™

Neustar Publishing Solutions

- Residential Identity Management
- Business Listings Management
- Online Business Identity Management
- Online Directory Search

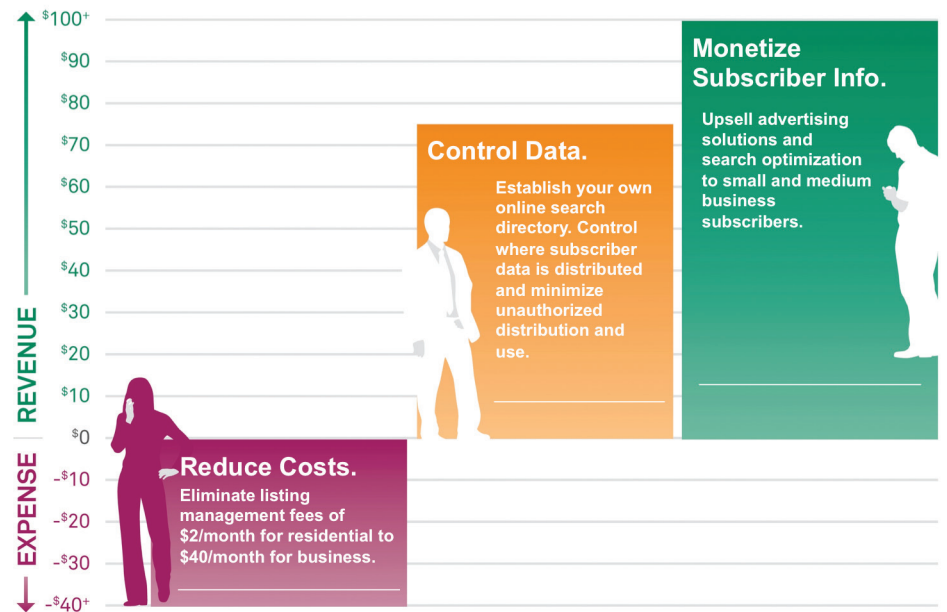
Your relationship with directory listing publishers is changing as you look to reduce costs, control your subscriber information and ultimately monetize your data. The trend towards searching online for businesses and people is well underway and the 30-year old model for directory listings primarily represents costs for you.

Neustar Subscriber Identity Management provides you a plan and the expertise to help you make the transition to online publishing and move you from cost to cash.

The New Paradigm for Managing Directory Listings

Neustar Subscriber Identity Management Solutions allow you to generate revenue by offering residential and business subscribers options for how and where their information is published. Neustar has the complete solution – from print to online directories and local search solutions – along with the information and infrastructure to help you shift with minimal disruption to your business operations.

We Move You from Cost to Cash™



The Neustar Difference

Technology: proven platforms complementary to your existing OSS/BSS stack minimize disruption to your business

Information: real-time information and marketing analytics ensure the most accurate decisions

Process: expertise and insight to integrate across the ordering and local search ecosystems

People: domain expertise in directory listings, online local search and real-time information and analytics

Services: advisory and implementation services to speed deployment and minimize disruption

Subscriber Identity Management Offerings

Neustar helps you gain control of valuable subscriber information and in turn offer your customers the flexibility to determine how widely (for businesses) or how narrowly (for residents) their information is distributed.

You benefit from our established relationships and trusted interconnections with publishers, online search platforms and other Communications Service Providers to cover all of your listing needs – from print to online.

Residential Identity Management – publish to white pages, including listed/unlisted/private options.

Business Listing Management – attract and retain small and medium businesses with effective yellow page advertising.

Online Business Identity Management – generate new revenue and deepen your relationships with SMBs by getting their information distributed to 150+ online local search platforms.

Online Directory Search – establish your own online directory solutions (residential and business) and grow value with paid rankings, advertising, branding and more.

Learn More

For more information **Contact your Account Representative**
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.