

# Neustar Strengthens Network Intelligence with IP Enablers Solution

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**STERLING, VA, March 21, 2011** - Neustar, Inc., (NYSE: NSR), a leader in providing carriers

and enterprises with solutions for sending calls, messages and content across networks

worldwide, a provider of market-leading, innovative solutions, and directory services to enable

trusted communication across networks, applications, and enterprises around the world, today

unveiled how the Neustar IP Enablers solution simplifies network addressing and management,

optimize routing and allows users to capitalize their investments.

Neustar's IP Enablers solution is ideal for operators migrating their network infrastructures to

support next-generation Internet Protocol (IP)-based services. This solution allows operators to

optimize the routing and addressing for current network technology, such as time-division

multiplex (TDM) and enhance their advanced architectures including 3GPP, long-term evolution

(LTE), and IP multimedia subsystem (IMS), with further network intelligence. The Neustar IP

Enablers solution infuses the robust reliability and the comprehensive capabilities of a Neustar

solution into a managed service that can quickly and efficiently adapt to changing network

requirements. By offering a set of integrated solutions for managing the routing database,

network analytics, registry services, and real-time routing – the Neustar IP Enablers solution

provides a holistic architectural approach to solve the challenges operators face today.

“Until now, operators have been forced to take a piecemeal approach to managing the service

delivery elements of their network, which significantly increases the cost, complexity, and

doesn't scale. This is exactly the challenge that Neustar addresses with the IP Enablers

solution,” said Steve Edwards, senior vice president, Carrier Services at Neustar. “As next-

generation networks continue to evolve, we are confident that Neustar will play a significant

role in helping providers to optimize their network investments and adding intelligence to

network architecture. This is another strong proof point in Neustar's ongoing commitment to

customer-driven innovation.”

## Details

The Neustar IP Enablers solution is available as a managed service that allows operators the



flexibility to choose the services they need today and add functionality as their business

demands. This gives providers the agility they need to respond to changing market demands

and manage their network's evolution to all-IP. One of the most powerful aspects of the IP

Enablers solution is recent customer analysis that demonstrates the ability for operators to

reduce their overall routing, capacity, and interconnection costs in the range of 10-20%.

**Highlights of the IP Enablers solution:**

## ***Number Discovery***

Number administration has been a cornerstone of Neustar's business since 1996. The IP

Enablers solution provides number correction, service provider identification, and TDM and IP

registries on both a global and national basis. This allows operators to reach their customers

correctly the first time.

### ***Interconnect Management***

The IP Enablers solution provides advanced traffic awareness to allow operators to make

dynamic, real-time policy-based routing decisions. It allows providers to optimize network traffic

steering decisions through interactive analytics and modeling. Further, this solution provides

real-time routing services that can be updated in real-time for internetworking and

intranetworking sessions.

***Enterprise IP Connect***

Neustar's advanced solutions provide outbound services to support and make active traffic

steering decisions for session border controllers (SBC). The managed service also allows

operators to advertise network availability. With virtual private networking (VPN) numbering

plans, localized routing, and off network connection policies, operators can provision resources

as needed, helping to optimize network resources.

“Although most operators have implemented IP to simplify TDM networks while increasing



throughput, few operators have designed an approach suited to the IP architecture. Making the

IP migration to means moving beyond IP as an addition to TDM and to addressing IP as the go-

forward infrastructure,” said Elisabeth Rainge, vice president, IDC. “There is an urgent need to

provide centralization and coordination for provisioning, routing heuristics and network

analytics. The IP Enablers Solution from Neustar represents such an approach to support the full

range of TDM and IP voice, messaging and content solutions of the full service operator.”

Neustar is hosting demonstrations of the Neustar IP Enablers solution at the COMPTEL

tradeshow in Las Vegas, NV in booth # 523 on Monday, March 21st at 1:00p.m. and 3:00p.m.

and Tuesday at 1:00p.m. and 2:00p.m., as well at the International CTIA Wireless exhibition in

Orlando, FL booth # 2921 at various times.

For more information on Neustar's IP Enablers, please visit <http://www.neustaripenablers.biz>.

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**About Neustar, Inc.**

*Neustar, Inc. (NYSE: NSR) provides market-leading and innovative services that enable trusted*

*communication across networks, applications, and enterprises around the world. To learn more*

*about Neustar, visit [www.neustar.biz](http://www.neustar.biz) .*

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