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# Hortonworks and Neustar Collaborate to Unlock Internet of Things for Customers

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## Four Key Focus Areas of Collaboration Aim to Accelerate Mass Adoption of IoT Devices

[Hortonworks, Inc.](#) (NASDAQ:HDP), the leader in Open Enterprise Hadoop and [Neustar](#) (NYSE:NSR), a trusted, neutral provider of real-time information services, announced today at the [GE Minds + Machine](#) Conference in San Francisco a co-development and collaboration effort to further the Internet of Things (IoT). Specifically, the collaboration relates to device registry, security, policy management and enforcement.

Neustar and Hortonworks will contribute the results from this collaboration to the open source Apache community in order to accelerate mass adoption of IoT devices and technology by making it significantly easier and more secure to create, manage and upgrade software services for IoT using standards.

“Massive data proliferation drives our commitment to help customers capitalize on all data, from any app, anywhere,” said Herb Cunitz, president of Hortonworks. “With all the advancements being contributed to the Apache community, our partnership with Neustar is another step forward for open innovation and mastering the data in the Internet of Anything world.”

Specifically, the collaboration focuses on four key areas:

- **Device Registry Catalogue:** Tagging/definitions related to device. Neustar will team with Hortonworks to bring their requirements/domain expertise into the code base
- **Security rules and policy enforcement:** Hortonworks will develop code that incorporates Neustar’s definition of robust, multi factor identification and authorization into the code base.
- **Alerts and Notifications:** Neustar and Hortonworks will advance the integration between Apache NiFi and Apache Atlas to extend data governance to the edge.
- **Data Analytics:** Neustar and Hortonworks will work on integrating Apache NiFi with Neustar discovery, registry, identity and policy platform services.

“By working with Hortonworks, Neustar can bring all of its expertise in the delivery of large scale DNS, identity, marketing, data information, real time analytics, security and communications services to IoT using standards” said Hank Skorny, SVP of IoT at Neustar. “With this collaborative work, our customers will be able to deliver the most capable IoT applications that are secure, scalable and manageable in a timely fashion.”

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Hortonworks has a deep commitment to open source community innovation in Apache Hadoop, and Neustar has a similar and long-standing leadership role in standards bodies across the Internet and telephony. Together Neustar and Hortonworks will make it easy to write standards based cloud services that are able to securely discover, register, authenticate and communicate with IoT devices. Enterprise, government, education and consumer solution providers will be able to quickly and securely move from concept to solution with upgradeability and cross connectivity because of a standards-based approach.

### **About Hortonworks:**

Hortonworks is the leader in accelerating business transformations with Open Enterprise Hadoop by developing, distributing and supporting an enterprise-scale data platform built entirely on open source technology including Apache™ Hadoop®. Our team comprises the largest contingent of builders and architects within the Hadoop ecosystem who represent and lead the broader enterprise requirements within these communities.

For more information, visit [www.hortonworks.com](http://www.hortonworks.com). Join us at the Apache Hadoop 10 year anniversary party, held at Hadoop Summit Europe and North America in 2016.

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### Use of Forward-Looking Statements

*This release contains "forward-looking statements" regarding Hortonworks, Hortonworks Data Platform and the Internet of Things. Such forward-looking statements generally relate to future events including advancements in the IoT, anticipated customer benefits and general business outlook. Results could differ materially from the results expressed or implied by the forward-looking statements. Please see our most recently filed Form 10-Q, particularly under the caption Risk Factors. We undertake no obligation, and do not intend, to update these forward-looking statements.*

### **About Neustar:**

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and

neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at <https://www.neustar.biz>.