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## Neustar European Growth Continues with Strong DNS Adoption by Online Businesses

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### ***32% Growth in Number of Customers Requesting Neustar DNS Services from 2014 to 2015***

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that the company has experienced strong take up - 32 percent growth from 2014 to 2015 - of its secure and managed DNS services by European online business customers, including brands such as Tesco, Netrefer and All Saints.

Neustar UltraDNS ensures businesses' websites have 100 percent uptime and are always reachable by their customers by routing queries to the closest available network node to ensure the quickest, most accurate responses. Neustar UltraDNS delivers an effortless user experience and fast web site performance for customers with comprehensive security features built in.

Tesco, the UK's largest grocery chain and one of the biggest in the world, with stores in 14 countries, also has a major online retail business. Paul Ellis, Network Manager, Tesco.com, explains why the company chose Neustar UltraDNS: "DNS was becoming more and more important but we had quite an aging DNS platform. We had the option of upgrading in-house, but that would not have given us the guaranteed uptime we required."

With online revenues continuing to grow in share, Mr. Ellis's team needed a more scalable and reliable DNS solution. Switching to Neustar UltraDNS means Tesco is no longer limited as it plans for more growth. "Our business is growing rapidly, and we won't have to put in more name servers," says Mr. Ellis. "DNS is one thing we don't worry about."

UltraDNS has lowered operating costs, eliminating "several days per month of work" in DNS maintenance, as well as the hardware and software costs of in-house upgrade. Tesco also takes advantage of the UltraDNS load balancing services to coordinate traffic among various data centres, plus handle email lookups from overseas offices. Best of all, Tesco enjoys a 100 percent uptime guarantee. "There hasn't been any downtime," adds Mr. Ellis. "The service is incredibly seamless, with no issues and no headaches."

Tesco also enjoys faster resolution times. "Latency has definitely improved for our customers," says Mr Ellis. "We want them to have a good shopping experience and having a good response time is an important component. We

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know this is better for our customers. We are providing better service now.”

NetRefer, a leading provider of performance marketing software, understands the importance of ensuring its web domain is always up and instantly available for customers in order to maintain a relationship of trust. NetRefer choose Neustar UltraDNS to enable and protect its online presence through 100 percent website availability, optimal performance and built-in security for superior protection.

“We chose Neustar for its reliability, visibility and reporting across all domains,” said Christian Cutajar, IT Manager at NetRefer. “Neustar is a leader in the web security space and so the decision was easy for us. It provides the right solution with cost-effective pricing.”

NetRefer can now uphold its brand image as a trusted provider of affiliate marketing software safe in the knowledge that its customers will have a flawless online experience with Neustar.

Fashion retailer, All Saints, has a strong online presence that needs to be high performing at all times to deliver an effortless user experience, not just for e-commerce purposes but as an extension of the All Saints brand image. Neustar’s UltraDNS provides All Saints with 100 percent website availability, optimal performance and built-in security that is also scalable to future demands.

David Blane, Ecommerce Systems Administrator, All Saints, explains, “The All Saints domain name is our customers’ first interaction with the brand and sometimes getting the customer to the point where they load the website is more important than what the website contains. For a website such as ours, website performance is critical as customers are not prepared to wait for web pages to load.”

“Today, there are over 3 billion users accessing the Internet, a number expected to increase significantly over the next 5 years. These users may well be potential customers and they expect a flawless online experience. This is why DNS is a critical component of any online business - if your DNS doesn’t work, nothing else matters,” explains Anthony Chadd, Director EMEA, Neustar. “Websites that are offline, slow to load or sluggish generate mistrust in users, and brands will find it hard to rebuild their reputation once they get a name for poor online performance. It’s just not worth it.”

### **About Neustar, Inc.**

Neustar, Inc. (NYSE:NSR) is a trusted, neutral provider of real-time 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 [www.Neustar.biz](http://www.Neustar.biz).