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## Neustar Unlocks Cloud Security Channel for Select Partners

Apr 12, 2017

*Independent Analysts Predict Two-thirds of IT Infrastructure and Software Spending Will be Cloud-Based by 2020;*

*Seeking High Impact Strategic Cloud Channel Partners to Drive Growth with Industry Leading Security Solutions*

**April 12, 2017 – STERLING, Va.** – [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced its Cloud Security Partner Program, a channel partnership program for a select group of strategic business partners and cloud service providers. The Neustar Cloud Security Partner Program enables its channel partners to capitalize on the growing adoption of cloud security solutions by delivering Neustar Security Solutions to its customers. Neustar Security Solutions offer flexible deployment methods for a variety of industry-leading cloud services, including DNS and DDoS mitigation.

According to *IDC FutureScape: Worldwide IT Industry 2017 Predictions*<sup>[1]</sup>, “Many enterprises have shifted to a ‘cloud first’ strategy over the past several years. Over the next several years — as two-thirds or more of IT spending shifts to the cloud — many organizations (and IT suppliers) will get steadily closer to ‘cloud only.’”

“Over the past few years, delivering security and infrastructure services via the cloud has become a pillar in the business plans of high-growth channel partners – the time for channels is now,” said Lee Finck, Vice President, Worldwide Channels, Neustar. “Our new channel program takes advantage of this timing by providing a mature, well-proven portfolio of DNS, DDoS mitigation and IP intelligence services to complement our partner’s existing solution stack.”

The Neustar Cloud Security Partner Program provides an industry-leading cloud security solutions stack and service level agreements (SLAs), complemented with extensive training and support. Neustar UltraDNS and Neustar SiteProtect flexibly deliver security, reliability and performance with the expertise that can only be achieved from managing one of the largest and fastest DNS and DDoS mitigation networks in the world. Neustar works with its technology partners to deliver multiple deployment methods, including hybrid and on premise solutions, so channel partners have the ultimate flexibility to meet their customers’ needs.

The Neustar Cloud Security Partner Program is available for select strategic commercial and cloud security

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service providers that want the benefit of integrating the Neustar platform to provide its world-class protection at scale. Neustar offers the core elements of the most successful go-to-market approach for partners – the right people, strong partner support, and a high-integrity opportunity registration process. Key program benefits include automated opportunity registration, market development funds, marketing assets, go-to-market plans, training and support, and dedicated partner account executives.

“Limelight is delighted to be working in partnership with Neustar to provide technology and services that are essential for industry-leading security solutions,” said Simon Beech, Head of Partnerships, EMEA for Limelight Networks.

To learn more about the Neustar Cloud Security Partner Program please visit:

<https://www.neustar.biz/security/partner-program>

## **About Neustar**

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data. More information is available at <https://www.home.neustar>

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[1] IDC FutureScape: Worldwide IT Industry 2017 Predictions, November 2016, Doc # US41883016