
Neustar Selected by Suddenlink Communications to Provide Order Management Solutions to Support Digital Voice Transition

Dec 16, 2013

STERLING, VA., – [Neustar](#), Inc. (NYSE: NSR), a trusted neutral provider of real-time information and analysis, today announced it was selected by Suddenlink Communications, one of the nation's largest cable providers, to deliver a full workflow solution and service to support the order management and provisioning of new and existing subscribers on its voice network. Under this multi-year agreement, Neustar will provide full service management ensuring rapid customer migrations and network installs, while minimizing acquisition and operational costs.

Suddenlink's network transformation requires seamless transition of network operations and business processes maintaining a high level of performance while ensuring continuity of operations and transparency to back office systems. Activating a new customer is an intricate process that requires interacting with numerous providers through a multitude of interfaces and complying with complex rules and mandates. The successful execution of this on-boarding process sets the tone for a positive customer experience, as well as reduces costs and accelerates recognition of new revenue. Neustar's advanced and proven Order Management Service will not only assure Suddenlink a successful transition, but will also provide a foundation for future success and continued operational excellence.

"Neustar's results and proven experience in the cable industry were key factors in our award decision," said Terry Cordova, Suddenlink Chief Technology Officer. "We are confident that we've selected a partner who will not only provide a proven, reliable solution, but who can serve as a trusted advisor as we expand the scope of services for our customers."

"The fact that Suddenlink Communications chose Neustar to serve its order management needs further validates our leading position in the marketplace," said Steve Edwards, Neustar Senior Vice President of Data Solutions. "With over 100 deployments and counting, Neustar's team is known for outstanding expertise and its ability to offer fully integrated, hosted operational support solutions. We're looking forward to extending that experience and value to Suddenlink."

Neustar's order management capabilities support the roll-out and provisioning of competitive voice services. Key

components of the complete workflow solution that will help Suddenlink streamline its operations include:

- **Pre-Validation** - Validating and enriching an order prior to submission to downstream systems in order to mitigate errors and subsequent rework.
- **Number Portability** – Automating the porting of customer telephone numbers between service providers.
- **Publishing Services** – Publishing customer and routing information into the voice ecosystem.
- **CallerID/Caller Name Services** – Provisioning the accurate, current, and consistent Caller ID information that subscribers expect.
- **Enhanced 911** – Establishing proper routing to local emergency response facilities that comply with all federal, state, county and local codes.

Suddenlink has also contracted with Neustar professional services to assist with deployment and implementation activities and to manage the successful migration of all of their existing voice subscriber base from their current partner's network onto their own. To learn more about Neustar's Order Management Solutions visit our [website](#).

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the communications services, financial services, retail, and media and advertising sectors. Neustar applies its advanced, secure technologies to help its clients promote and protect their businesses. More information is available at www.neustar.biz.