

NeuStar: Creating interoperability across the world's communications networks





Letter from Jeff Ganek

NeuStar is a company of innovators, a provider of the essential communications services and products that tens of thousands of competing networks, technologies and communications service providers (CSPs) trust, require, and rely upon to deliver voice, video, and content every day, around the world.

Multiple facets of the global communications infrastructure touch NeuStar. We are a constant in a world of rapid change, new technologies, accelerated growth – and endless opportunity. NeuStar helps to manage that change, creating avenues for the proliferation of new technology.

Our heritage stands on creating and providing telephone number management – which we have done with trust, innovation, and neutrality in 20 countries for nearly a decade.

Our growth has come from the need for seamless interworking between the disparate languages and technologies of thousands of communications service providers – to decipher, interpret, and navigate tens of thousands of connections every day in a neutral manner through our directory services to thousands more end points.

And our future lies in the evolution of the communications industry – including the IP revolution that promises to be bigger and bolder than any revolution ever witnessed. At NeuStar, this will demand that we address and manage the unique challenges that the world's service providers will face as the IP revolution unfolds.

We're ready – and poised for collective global success – because we're proven, trusted, and reliable.

A handwritten signature in black ink, appearing to read "Jeff Ganek".

Jeffrey E. Ganek
Chairman and Chief Executive Officer

tens of thousands of connections everyday
enable peering for nearly 1000 IP networks

Interworking

NeuStar's mission depends on one simple thing: **trust.**

It is inherent and unquestionable in everything we do, and it is the foundation for our capabilities, services, delivery, and infrastructure solutions. And we deliver on that trust, every day, to our customers and the broader communications industry, as proven by:

- Continuous management of the Number Portability Administration Center (NPAC) for North America since 1996, accommodating millions of transactions monthly to ensure that each telephone number is associated with the correct service provider.
- The award of the contract to manage the GSM database, potentially allowing millions of people – regardless of their geographic location – to send one another email, pictures, and video on their mobile phones.
- The renewal of a multi-year contract to provide local number portability in Canada.
- The launch of the Taiwan NPAC, our first-ever number portability initiative outside North America, with prospects for the development of other number portability and numbering management initiatives throughout the world.
- In partnership with the Bridge Mobile Alliance (BMA) and ESPN STAR Sports, NeuStar supports the delivery of a full suite of sports, news, entertainment, and other regional-based and cross-border content service offerings across Asia for millions of BMA operator mobile subscribers using one of three local-language user interfaces.
- Partnerships with the world's major Internet Exchange Providers (IXPs) to launch SIP-IX, an unprecedented suite of services to enable peering for nearly 1,000 IP networks across the globe for voice, video and content services using SIP-based technologies such as IMS and VoIP.
- Our provision of infrastructure services to all elements of the content value chain – network, content, aggregators, billing, and multi-carrier integration.

NeuStar has worked to anticipate the evolving communications innovations of tomorrow – and for the IP revolution that is underway.

We have the ability to adapt to carrier communication needs, and can replicate and propagate our services and technologies on a global scale.

We believe the diverse IP and wireless technologies such as U.S. Common Short Codes, MMS, VoIP, ENUM, GSM roaming, and DNS – and the networks and service providers that support the delivery of these complex services to their end users – will depend even more on the trusted and neutral directory services NeuStar provides.

NeuStar is ready: trusted and recognized around the world.

NeuStar: What We Do

NeuStar has demonstrated its value and operational excellence time and time again, to support the explosion in global growth and diversity of technologies, networks, service providers and end user services.

Our suite of services includes:

Telephone Number

Administration and Pooling

We maintain the authoritative database of telephone numbering resources for North America and manage the administration of inventory and allocation of pooled blocks of unassigned telephone numbers.

Wireline and Wireless Number Portability

We manage the master, authoritative directory that permits end-users in North America to change their telephone carriers while retaining their telephone numbers.

Infrastructure and other services, including:

- Network Management
- Connection Services
- Service Order Provisioning
- Public Safety and Security Services
- Fraud Management
- Law Enforcement Compliance

Internet Domain Name Services

All Internet communications routing to a .biz, .us, .tw, or .cn address must query a copy of our directory to ensure correct routing to the appropriate destination.

Ultra Services

NeuStar Ultra Services provide solutions to organizations that rely on DNS for their critical business processes, applications and services, delivering superior security, reliability and performance. With the growth in e-commerce and the emergence of advanced DNS-based communication services, organizations can no longer rely on traditional approaches to DNS. NeuStar Ultra Services offer a range of global and local DNS solutions – both managed services and custom infrastructure – built on the unique Directory Services Platform and proprietary, patented technologies. With thousands of enterprise, service provider and TLD infrastructure customers, NeuStar Ultra Services power the resolution of over 15 million domains around the world.

Common Short Codes

On behalf of the leading wireless service providers in the United States, we operate the five- and the new six-digit U.S. Common Short Code registry to provide a unique, common addressing scheme for direct response advertisers and content providers to reach all mobile data subscribers, regardless of their service provider – direct-to-consumer.

Order Management Services

Our centralized clearinghouse services permit communications service providers (CSPs) to exchange essential operating data with multiple CSPs in order to provision services.

IP services

We provide a suite of services designed to complement evolving network environments and operations management systems, including:

- **Identity Profile Services** to enable the secure sharing of data across multiple users and networks. NeuStar's trusted data exchange platform supports secure single sign-on, identity-based content control, feature integrity, and subscriber privacy.
- **SIP-IX** to enable network-to-network peering between trading partners for voice, video, and content services using SIP-based technologies such as IMS (IP multimedia) and VoIP. Our service builds on the IP network-level peering provided by global Internet exchange providers.
- **Content Delivery Services** to provide the infrastructure to all elements of the content value chain – network, content, aggregators, billing, and multi-carrier integration.

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