THE POWER OF "ONE"

One provider. One agreement. One connection.

Neustar Intelligent Cloud provides a single, secure, and open connection point that gives companies on-demand access to core communications, network features and billing capabilities across operators.

"ONE" IS OUR MISSION:

- **One set of web-based tools and APIs** that make it easy to integrate many new mobile network services, information and intelligence.
- **One portal** to enablers such as messaging, billing, network address book, and payment capabilities; as well as information to determine context, such as location, presence, device profile, subscriber profile, etc.
- **One privacy manager** that complies with all MMA, CTIA and other industry guidelines that pertain to maintaining privacy controls for Personally Identifiable Information (PII) data.

"MANY" ARE THE BENEFITS

Neustar Intelligent Cloud networks the mobile ecosystem—operators, application developers, content providers and marketers—through a single, secure and simple connection. All constituents realize mutual benefit through:

- **Increased** productivity and efficiency
- **Increased** revenue opportunities and monetization
- **Differentiation**

For over 15 years, Neustar has been trusted to solve complex communications challenges by enabling seamless connectivity across a myriad of networks, technologies and applications for carriers and enterprises alike. Neustar Intelligent Cloud represents the next step in our mission to continue bringing innovative solutions to the marketplace.

THE NEUSTAR INTELLIGENT CLOUD ADVANTAGE

Most specialized vendors such as location aggregators, infrastructure providers and content/messaging aggregators lack the breadth and depth of services that Neustar can offer you through its Neustar Intelligent Cloud. Not only do you want to reduce the complexity of dealing with multiple partners within the mobile ecosystem, but you also want to reduce the number of suppliers you have to work with outside of it as well.

With Neustar Intelligent Cloud, you'll have a single vendor who can provide you with:
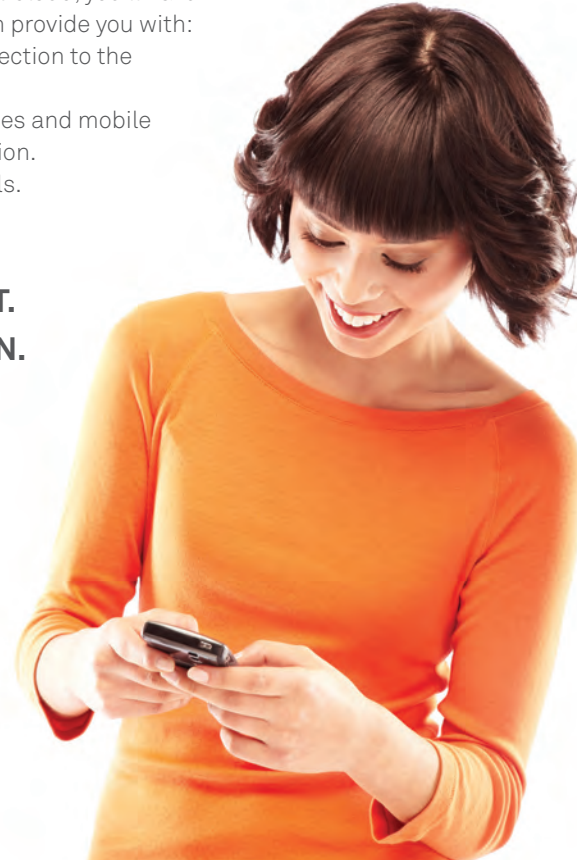
- A single, secure connection to the mobile ecosystem.
- Context-aware services and mobile intelligence information.
- Flexible billing models.

ONE PROVIDER.
ONE AGREEMENT.
ONE CONNECTION.
LIMITLESS POSSIBILITIES.

ONE PROVIDER. ONE AGREEMENT. ONE CONNECTION.
LIMITLESS POSSIBILITIES IN OUR CLOUD.

Unleash the possibilities of today's mobile marketplace with Neustar Intelligent Cloud.

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing innovative, market-leading solutions and directory services that enable trusted communication across networks, applications and enterprises around the world. Visit Neustar online at **www.neustar.biz.**

Trademarks

www.neustarintelligentcloud.biz

neustar

A BETTER WAY TO DIFFERENTIATE, SIMPLIFY AND SCALE

Today, customers expect more. They expect their mobile solutions providers (be it operators, enterprises, application developers, content providers or marketers) to deliver what they want, when and where they want it. Customers turn to you to enrich and simplify their lives.

That's no small task when you consider the complexity of the marketplace. Regardless of your role in the mobile marketplace, the objectives remain the same:

- **Simplification.** Developing and managing multiple partner relationships and technologies in a simpler way to expedite first-to-market opportunities.
- **Differentiation.** Accessing and harnessing mobile intelligence to create "stickier" user experiences that meet your customers' demand for personalization and innovative, new services.
- **Efficiency.** Optimizing your resources—and creating processes that increase your partners' efficiency as well—to reduce overhead and increase ROI.

Neustar Intelligent Cloud helps you make informed decisions, increase efficiency and eliminate marketplace complexity. And enrich your customers' lives in ways they never dreamed possible.

A GLIMPSE INTO THE POSSIBLE FUTURE

Imagine this: Customer "Jane" opts in to receive location-based coupons from "Electronics Emporium." While Jane is out running errands, she drives past the neighborhood's Electronics Emporium store and receives a coupon on her mobile phone letting her know that the new phone she's been interested in is now $15 off and that there's a store nearby. Jane redeems her coupon at the store and charges the purchase to her mobile wallet.

A few days later, a movie that Jane has been interested in seeing is released on DVD. Electronic Emporium sends an offer to her mobile device, and Jane charges it directly to her phone bill and adds the movie to her digital locker for viewing later that evening.

MAKING THE VISION A REALITY

Orchestrating a scenario such as the one just described may seem untenable given the logistical obstacles. But it doesn't have to be.

Neustar Intelligent Cloud enables each ecosystem constituent to contribute to and leverage a solution that allows it to focus on its core business while, at the same time, unleashing new opportunities:

- **Mobile operators** unlock access to valuable mobile intelligence information so that partners can better innovate and deliver solutions—creating mutually beneficial revenue opportunities.
- **Enterprises** are able to scale solutions across multiple operators to deliver context-enriched mobile services to both their workforce and their customers.
- **Application developers** leverage a single set of interfaces to create differentiated solutions more efficiently, without compromising privacy or constraining innovation.
- **Content providers** access "context-aware" information providing the "what," "when" and "where" preferences of customers to deliver content that increases the perceived value and relevance by end users.
- **Mobile marketers** deliver the right message at the right time, every time to create one-to-one marketing campaigns that hit the mark.
- **Customers** respond with loyalty (by staying with their current operator and solutions providers), and with increased demand for new products and services.

And **Neustar Intelligent Cloud** helps make it all happen.

APPLICATION DEVELOPERS

Eliminate complexity to more easily create "mash-ups" that differentiate your mobile applications

Imagine if you only had to work with ONE provider to create ONE set of APIs that reached MANY mobile subscribers across multiple operators.

Neustar Intelligent Cloud simplifies working with mobile operators by eliminating the complexity, time and expense of securing and managing multiple service provider agreements, technologies and networks. Through a single, secure connection point, you'll have on-demand access to cross-operator services and their subscribers. We'll give you the tools and the time to more easily create the "mash-ups" that will help you differentiate your mobile applications.

ENTERPRISES

Scale your solutions across multiple operators to deliver context-enriched mobile services

Imagine if you could leverage a single set of building blocks that enabled you to create feature-rich solutions that easily scaled across multiple operators.

Neustar Intelligent Cloud provides enterprises with on-demand access to information, tools and services that may be leveraged in a multitude of ways. Whether your enterprise is seeking to deliver improved (and localized) customer relationship management, extend business productivity tools (such as workforce automation) or "mobilize" business processes, our solution provides you with a one-stop shop to working with operators.

MOBILE OPERATORS

Meet demand for innovative services by extending reach and seamlessly bridging cross-operator boundaries

Imagine if you could realize new monetization models that generate new revenue streams, and at the same time simplify your relationships with solutions providers.

Neustar Intelligent Cloud helps operators open up access to valuable network assets and subscriber information through a single connection, making it easier for the mobile ecosystem to create innovative and revenue-driving services for your customers. You'll have the ability to increase retention and ARPU while at the same time simplifying the way you do business with your solutions providers.

CONTENT PROVIDERS

Leverage increased visibility into customer behaviors to speed the creation and delivery of innovative, personalized mobile content

Imagine if you had information available at your fingertips to deliver a level of personalized content never before possible.

With Neustar Intelligent Cloud "context-aware" services, you'll gain valuable user insights and data that help you deliver your customers what they want, when they want it. Through a single, secure connection point, you'll have on-demand access to cross-operator services—and the operator's subscribers. With Neustar Intelligent Cloud, you'll extend your reach and personalize your content while simplifying the process of working with multiple operators.

MOBILE MARKETERS

Simplify integration with operator systems to quickly execute relevant and highly targeted mobile campaigns

Imagine if you could create one-to-one mobile marketing campaigns that deliver the right message at the right time, every time.

Neustar Intelligent Cloud helps you bring one-to-one marketing to new heights. You'll have access to cross-operator services and mobile intelligence information that will enable you to build highly targeted campaigns based on type of device and services used, as well as customer's location at any given moment. And you'll be able to reach more subscribers in a simpler, more scalable way through one portal.

NEUSTAR INTELLIGENT CLOUD SERVICE OFFERINGS

Our solution provides you with the breadth and depth of services you'll need to unleash marketplace potential:

Discovery & Mobile Intelligence Services	Integrate location, presence and other network intelligence information (including demographic data, device profile, billing plan, etc.) to deliver enriched, context-aware mobile services.
Cross-Operator Services	Enable the delivery of SMS and MMS messaging, flexible billing and payment options, along with location and other network-based services across disparate operator networks.
Neustar Value-Added Services	**Integrate with other Neustar services, including:** • Barcode clearing house • Short code campaign management • Digital content locker • Reporting and analytics • Professional services
Privacy Management Services	For critical management of customer opt-in, location privacy notice, and other necessary tools to ensure regulatory compliance.

LEARN MORE

To learn more about how Neustar Intelligent Cloud can help your organization, visit our website: **www.neustarintelligentcloud.biz**