

Neustar® Margin Management Solutions

Gain Ultimate Margin Visibility and Control



Margin optimization is a constant business goal that can have an enormous impact on bottom line profits. Each communications service provider is unique, with different capabilities to manage network traffic as profitably as possible. Factors such as cost, capacity, price and quality must constantly be evaluated and improved upon to drive the most margin out of every voice minute that travels your network. Simple and effective technology is the key to successfully driving better margins. Neustar is in the unique industry position to provide a powerful and comprehensive margin management solution that will maximize overall network margins, not just solve one aspect of the margin management puzzle.

Neustar's Margin Management Solution includes components that work together to help constantly improve margin for every network voice minute. The cornerstone of our Margin Management solution is the Analytics Platform powered by Agilis RouteMind®, a best-in-class platform designed to optimize costs, prices, capacity, and revenue through interactive analytics. Once you have the visibility and decision making power delivered by our Analytics Platform, we also offer Routing Optimization solutions that allow you to advertise and find the most direct routes for each number and take advantage of newer IP settlement models and Intelligent Routing Selection to leverage termination rate and routing changes in real-time.

Network Margins — Maximized

Neustar delivers true margin management that enables highly accurate and detailed analysis of network traffic right down to the route, city code or switch level. Our Margin Management Analytics Engines deliver real-time What-if, pricing and capacity analysis, right to your desktop.

Cost Effectiveness: No up-front investment in software, servers, data warehouse appliances and implementation support.

Results: Your investment is matched to your return, with speed to results of 60–100 days from start to production.

Flexibility: Solution adapted to your specific in-house or Neustar managed service needs.

Efficiency: Fast-response, automated access to usage data with user-friendly report design, execution, scheduling and distribution capabilities

Innovation: State of the art solutions allow each customer to benefit from Neustar experience with all customers.

Why Neustar?

Neustar delivers innovative and effective solutions. We connect billions of endpoints, thousands of networks, and hundreds of technologies every day. Our Margin Management Solution will ensure you have the best margin management solution available in the industry, all while delivering margins you never thought possible. Our comprehensive solution provides:

- Holistic approach that delivers all required mediation, data warehousing and business intelligence technologies
- Managed service supported by an experienced account management and support team
- Carrier grade platform with advanced capabilities
- Massive scalability to accommodate all volume levels
- Trust and neutrality on which you can rely

Neustar Margin Management Solutions

Margin Management analysis is performed in real-time, and is delivered in concise management dashboards and in configurable reports that help you better manage your business. Our solutions include:

Analytics

Our solution provides end-to-end visibility and analytical capability to your teams responsible for Routing Management, Interconnect Carrier Management, Margin Analysis and Network Performance Analysis. The analysis utilizes a wide variety of user selected factors such as network capacity, actual traffic volumes, commitment levels, quality at the destination level, cost, expected margin and user defined rules to generate its Analysis and Reports. Capabilities include:

Route Analysis: That helps define optimum call routing for various types of carriers. During the analysis you are able to dynamically assign different weighting to LCR and QoS in order to arrive at the optimal mix for a carrier, destination, route or trunk group. Both factors can be assigned a weight on a sliding scale that ranges from 0% to 100% (the sum of both equaling 100%) making adjustment during analysis simple and intuitive.

What-if Analysis: Enables rapid and accurate decision making by allowing instant exploration of different routing scenarios as changes such as MOU, Cost per minute, Price per minute and Quality of Service are suggested by an interconnect partner. This What-if analysis enables you to examine the impact of proposed changes in terms of both revenue and profit margins. Pre and Post analysis results are provided side by side, with the key margin elements highlighted for easier visualization.

Pricing Analytics: Similar to What-if analysis, the pricing analysis takes into account all your cost, Quality of Service and margin targets in order to suggest what you should charge for services to different destinations, and highlights specific routes that fall below desired targets.

Data Sources

- Switches/SBC — DMS 100/250/500, 5E, AXE-10, Sonus, BTS, Huawei, Alcatel, Siemens, Cedarpoint, Metaswitch, Broadview, Acme Packet, Genband, Sansay
- Media Gateways, Signaling gateways
- Probes — IS41, SS7 (Inet, Tekno, Nettek, Agilent)
- Mediation Platforms (Intec, custom)
- Roaming — TAP In, TAP Out (TAP2, TAP3) CDRs
- Databases — Roamex, LERG
- Pre-paid Subscriber & Voucher Databases
- Post-paid Subscriber Databases
- Interconnect Usage Files

Data Collection Formats

- Binary — ASN.1, AMA, Custom
- ASCII — CSV, fixed length
- Binary Streaming (TCP/IP)
- SS7/C7 TUP/ISUP/BTUP
- SIP, H.323, H.450, TCP/IP, UDP
- ODBC
- RMON II
- Billing Systems
- Direct native database access

About Neustar, Inc.

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