

Actionable Insight to Optimize Operations

Faced with mature markets and intense competition, communications service providers (CSPs) need every edge to acquire and retain customers, add revenue and increase margins. Fast and accurate provisioning is essential in reaching these goals: onboarding sooner generates additional revenue per customer and begins the subscriber relationship with a positive experience.

CSPs need to closely monitor transaction activity and track the performance of multiple internal systems and processes as well as external factors related to trading partners and vendors. With an abundance of data, CSPs need timely insight on performance factors that impact operations.

Visualization to Identify Bottlenecks, Anomalies and Trends

Neustar OMS Insights is a visualization solution that provides CSPs insight to the key performance indicators of their operations. With continuous views of performance data, CSPs can quickly identify bottlenecks and detect anomalies that require immediate attention, and view trends that impact the bottom line.

Key stakeholders are presented top-level views with full drill-down capabilities into the metrics most important to them:

- **Executives:** Net gain/loss to know if you are winning the battle for subscribers
- **Operations:** Port In intervals and errors to see average order flow-through time
- **Marketing:** Trading partner volumes to gauge market and segment gains/losses

OMS Insights uses data sources only available from Neustar and can be extended to include additional Neustar demographic data, analytics and CSP-specific data. Reporting is on all number types, including natives, port ins, port outs and disconnects.

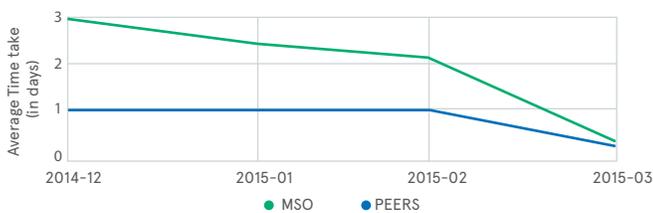
BENEFITS

- Porting volumes to view net gain or loss
- Port In times to activate and bill
- Errors and returns that delay order completion
- Peer performance comparisons for realistic benchmarking

Neustar OMS Insights provides continuous, timely performance monitoring that enables CSPs to identify potential issues and take immediate, corrective actions to accelerate revenue and reduce manual processing due to error and customer outreach. Performance benchmarks help you set realistic performance goals for process improvements and staff training.

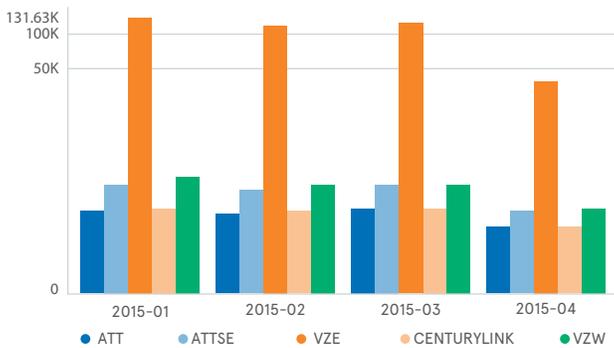
TIME TO INSTALL

See how your performance compares to similar CSPs



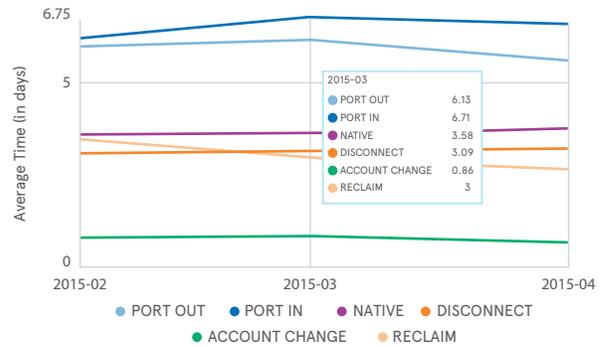
PORT IN TP VOLUME DISTRIBUTION

View gains/loss by trading partner



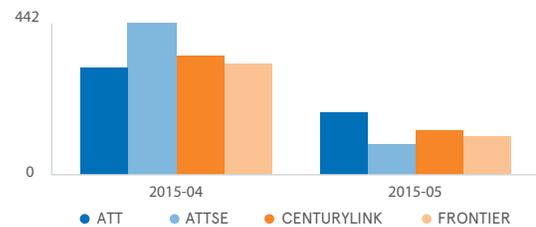
AVERAGE COMPLETION

Monitor the average days to provision new business



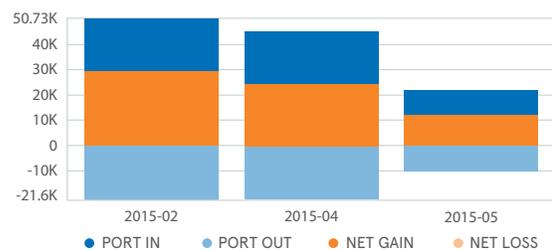
ERRORS BY TRADING PARTNER

Identify areas for process change or training



PORTING OVERALL VOLUME

Monitor Port In/Port Out volumes and net gain/loss



LEARN MORE

Visit us at www.communications.neustar or email solutionsteam@team.neustar for more information.

About Neustar

ABOUT TRANSUNION (NYSE: TRU)

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®. A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences, and personal empowerment for hundreds of millions of people.

www.transunion.com

ABOUT NEUSTAR

Neustar, a TransUnion company, is a leader in identity resolution providing the data and technology that enable trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in marketing, risk and communications that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Learn how your company can benefit from the power of trusted connections.

www.home.neustar