

The background features several teal musical notes and staff lines scattered across a dark blue gradient. The notes are stylized with simple outlines and some have stems. The staff lines are curved and sweep across the bottom of the image.

NEVER MISS A BEAT

Deliver New Connections Faster with Universal Order Connect (UOC)



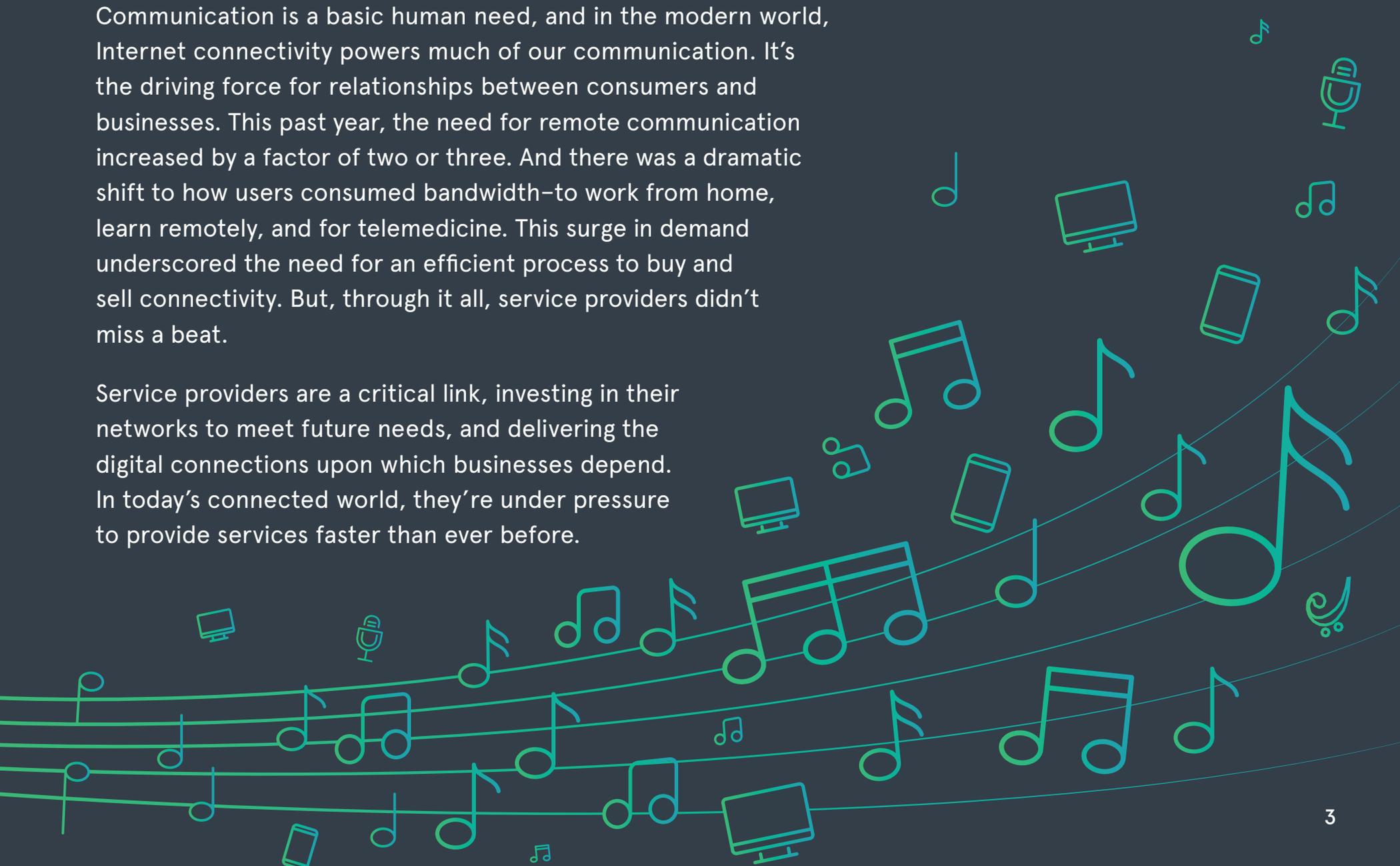
TABLE OF CONTENTS

A Familiar Tune3
The Speed of Life Creates Challenges4
Service Providers Must Increase Densification5
Ordering Constraints6
Harmony and Discord7
Singing the Blues8
Cue the Orchestra9
Changing the Tune10
They’re Playing Our Song11
Never Miss a Beat12

A Familiar Tune.

Communication is a basic human need, and in the modern world, Internet connectivity powers much of our communication. It's the driving force for relationships between consumers and businesses. This past year, the need for remote communication increased by a factor of two or three. And there was a dramatic shift to how users consumed bandwidth—to work from home, learn remotely, and for telemedicine. This surge in demand underscored the need for an efficient process to buy and sell connectivity. But, through it all, service providers didn't miss a beat.

Service providers are a critical link, investing in their networks to meet future needs, and delivering the digital connections upon which businesses depend. In today's connected world, they're under pressure to provide services faster than ever before.



The Speed of Life Creates Challenges

Over the past 20 years, the global telecom industry has invested upwards of \$5 trillion in the network infrastructure. That growth is expected to continue.



2,500+

Service providers
in the U.S.



\$5 trillion

Invested in global
telecom infrastructure
in the last 5 years



122%

Increase in median
growth of high-speed
internet access use in
Q1 2020



\$9.2 billion

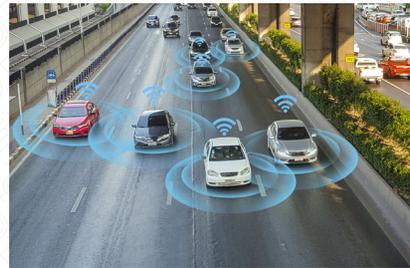
FCC amount awarded
for high-speed internet
access construction over
next decade

Service Providers Must Increase Densification and Provide Ubiquitous Coverage



5G/Small Cell Expansion

Mobile operators need increased capacity from cell towers and more sites due to the nature of 5G.



Edge Computing

Growth in edge computing and cloud technology is driving the need for a more seamless way to order connectivity.



Enterprise Market Growth

New technologies present opportunities for new sources of revenue for service providers.

Ordering Constraints



Speed

Inefficient ordering processes cause delays and bottlenecks.



Cost

Reaching remote, sparsely populated areas is often cost prohibitive due to the expense to run fiber.



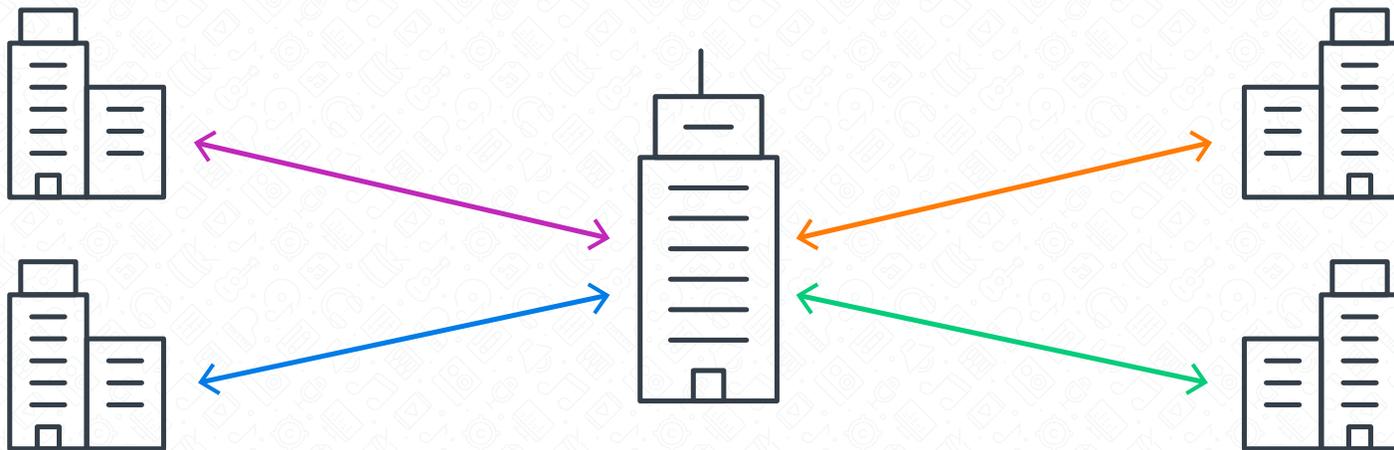
Access

No single carrier has access everywhere, so carriers need an efficient way to buy and sell to each other.

Harmony and Discord.

Service providers are always looking to expand and densify their network access, to address market opportunities, which means working with other partner-providers to meet out-of-network needs.

But there's no easy way to know who provides the right services, at the right location, for the right price. Once a buyer has identified what they want to purchase, the ordering process is still largely manual and complex. A new service order can take weeks or months to complete, and errors and delays are common because it's still largely a manual process.

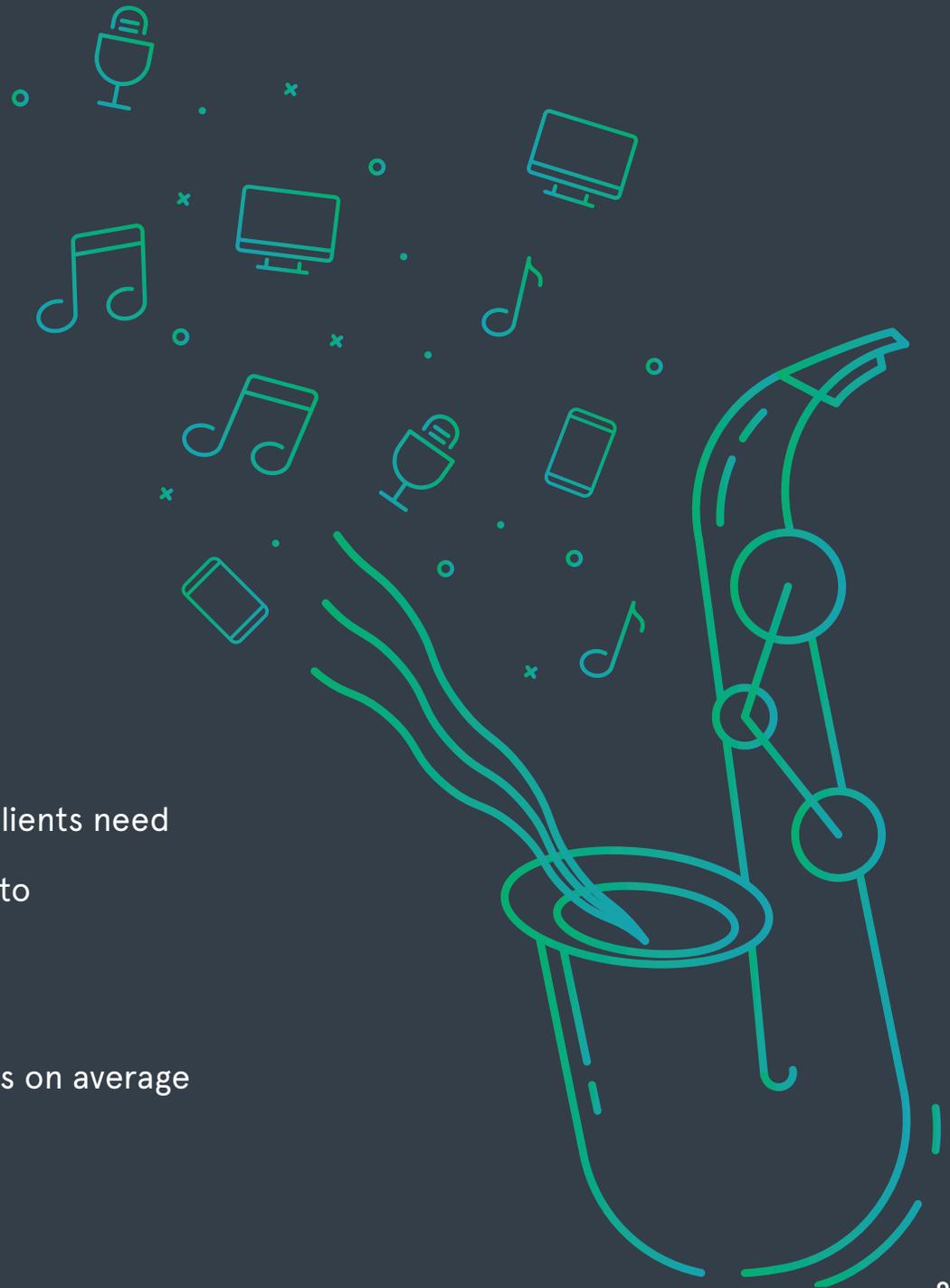


Multiple service providers and locations make it difficult to manage buying and selling.

Singing the Blues.

Why is buying wholesale network connectivity services so challenging?

- Service providers must have access to a vast footprint so enterprises can connect to all their locations
- No single carrier can reach every place so they must buy services from other service providers
- Low visibility into who has the services clients need
- Complex ordering processes are unique to each provider
- Outdated systems can't keep up
- Slow process with orders taking 7+ weeks on average



Cue the Orchestra.

Neustar, a TransUnion company, and **Connected2Fiber** transform how the digital world connects – greatly reducing the ordering timelines for ethernet and high-speed internet access.

UOC and Connected2Fiber's platform:

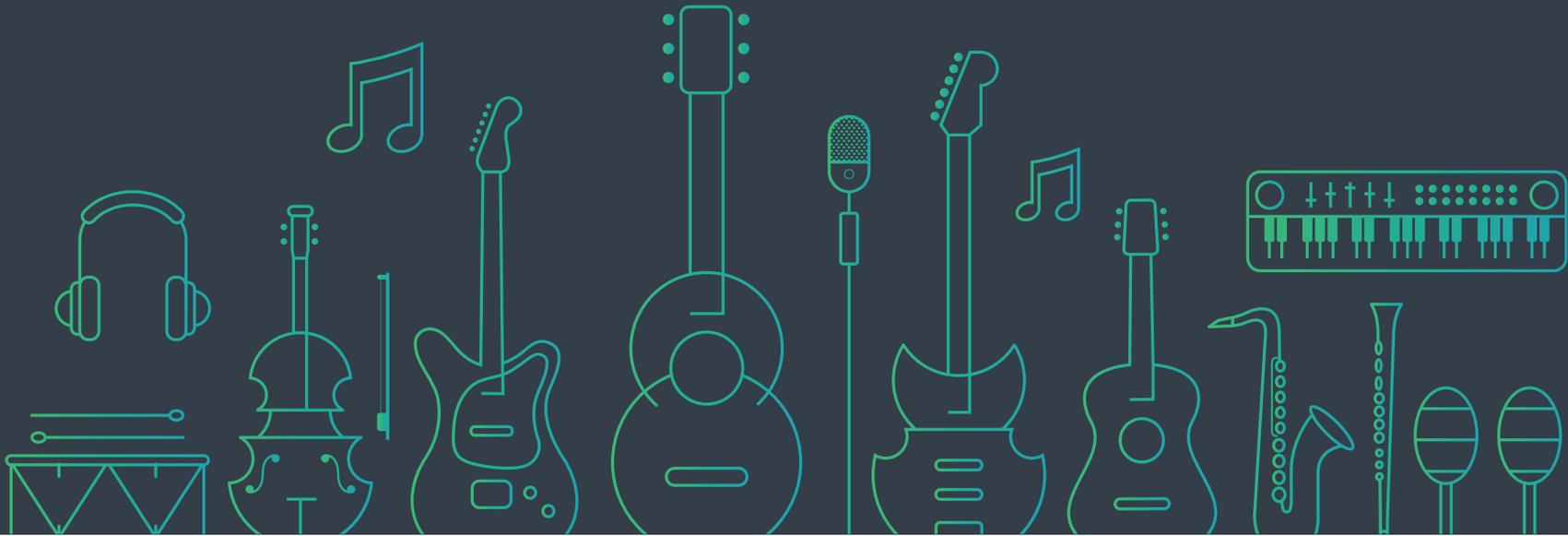
- Is API-driven and cloud-based, designed for today's digital service provider
- Provides a customizable workflow that ensures each order is correctly submitted
- Enables automation and streamlining of how wholesale connectivity services are acquired by instantly connecting buyers to the right providers
- Features automated serviceability and quoting

Buyers request the connectivity their enterprise customers need. Then, the platform provides a comprehensive list of suppliers that can deliver and compares costs – all in real-time.

The entire process is fully integrated – enabling a seamless buying and ordering experience!



*powered by **Connected2Fiber**



Changing the Tune.

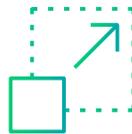
Communication happens at the speed of life.
Universal Order Connect helps you keep up.



SIMPLIFIED



AUTOMATED



SCALABLE



FLEXIBLE



EFFICIENT

They're Playing Our Song.

Ten Reasons Why UOC Will Have You Dancing

1. Accurate ordering: The first time and every time
2. Improved customer satisfaction and faster order-to-cash
3. Connect to over 900 trading partners on a single platform
4. Open, intuitive user interface
5. Support for all wholesale access technologies and order types
6. Automated serviceability checks and quote comparisons, powered by Connected2Fiber
7. Submit orders faster with user-friendly workflows
8. Connects other systems through Open APIs/REST Interface
9. Automatically translates and enriches order data into the formats your trading partners understand, whether it's ASOG, MEF, TM Forum, or even proprietary formats.
10. Advanced analytics and reporting, for improved decision making

Neustar's ecosystem of carriers and service providers, coupled with our deep expertise, provides an industry solution that helps you navigate the nuances of the ordering process and deliver on the details that matter.

Connected2Fiber is the Industry Cloud for Connectivity with a mission to digitally transform the way that network is bought and sold.

Never Miss a Beat.

Connect with Neustar's team of experts to learn more about Universal Order Connect (UOC) and all of our order management solutions.

Visit www.communications.neustar or call **1-855-898-0036**.

Watch the video.