

Next Generation Messaging Services



EMG Enterprise Messaging Gateway





NeuStar Next Generation Messaging Services

Creating advanced interoperable communications

NeuStar is a leading provider of essential clearinghouse services to the communications and internet industries. Since 1996, NeuStar has provided the wireline, mobile and internet industry with innovative addressing and service infrastructure solutions that carriers, service providers and enterprises have come to trust and upon which they rely to interoperate seamlessly.

NeuStar helps customers to offer new services, increase revenues, protect and maximize efficiencies within their networks, and ensure that the global communications infrastructure that they comprise continues to thrive as a community of cooperating network operators.

Today, communication has moved beyond basic voice. With the addition of text and picture messaging between peers, and the increasing inclusion of rich media from both traditional and new providers of entertainment and content, the mobile ecosystem in particular has become increasingly complex. It is filled with opportunity, yet faces unprecedented interoperability challenges.

When this ecosystem is augmented with presence – the ability to know if and how members of one's community can be reached – and the spontaneity of Instant Messaging, there is an even more exciting dimension added to the dynamics of voice, text, and rich media exchange. NeuStar calls this *Next Generation Messaging*.

NeuStar's Next Generation Messaging suite consists of three core technologies: Mobile Instant Messaging (IM), Presence and Interconnect. These services are designed to enable service providers to deliver next generation messaging and services to their customers to create highly interactive communities.

Working closely with the world's leading mobile and fixed-line operators, and handset manufacturers as they define and deploy their core services and product lines, NeuStar has an in-depth appreciation of the needs and requirements of our customers' subscribers.

As a result, NeuStar provides interoperability services to a rapidly evolving market, interconnecting operator IM networks worldwide for a fast growing customer base of 20 operators whose combined subscriber base is over 250 million.

The close cooperation between NeuStar and leading mobile operators and manufacturers together with NeuStar's focus on innovation, design and customer needs will facilitate the communications industry's pursuit of true global interconnected IM communities.

Customers & Partners





NeuStar EMG (Enterprise Messaging Gateway)

Mobilising corporate messaging

In business, the use of Instant Messaging (IM) is growing. Delivering the best features of voice and email together, IM provides a cost-effective and efficient tool for real-time communications.

IM's distinguishing feature – presence awareness – has helped accelerate its adoption in the business world and has enabled quicker response times, seamless information flows and improved productivity.

However, if IM is going to reach its full potential, it needs to be mobilised. Today's modern workforce is mobile, and industries need to review how IM can bridge the fixed and mobile workforce to dramatically improve efficiencies to react, respond and communicate in real-time to streamline business processes.

Mobile enterprise IM accounts are set to grow from 2.3 million in 2006 to 15.1 million in 2010¹. 10 percent of all enterprise IM accounts will be mobile in 2010, which means that these enterprises will have a strong competitive edge that enables their mobile workforce to stay productive when away from the desktop.

¹Research from Radicati, The Messaging Technology Report 2006





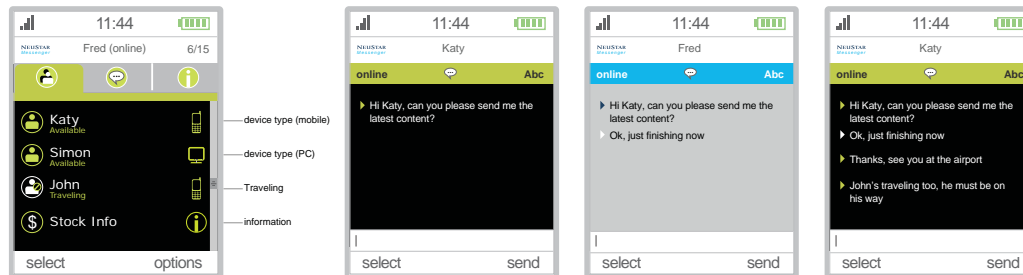
Why mobilise IM when you have mobile email?

On the road, mobile emails are sent as quick exchanges of information, and end users expect to get an immediate response. The mobile workforce communicates in quick bursts to exchange information, tracking daily operational issues. However, email misses the key enabler for advanced real-time communications: presence information.

Business issues can be more effectively managed through mobile IM, which provides multi-party presence-enabled communications in real-time, enabling awareness of a person's availability and immediate access to information.

Key Facts

- ▶ Quicker response time
- ▶ Presence awareness
- ▶ Streamlined business processes
- ▶ Seamless information flows
- ▶ Improved productivity

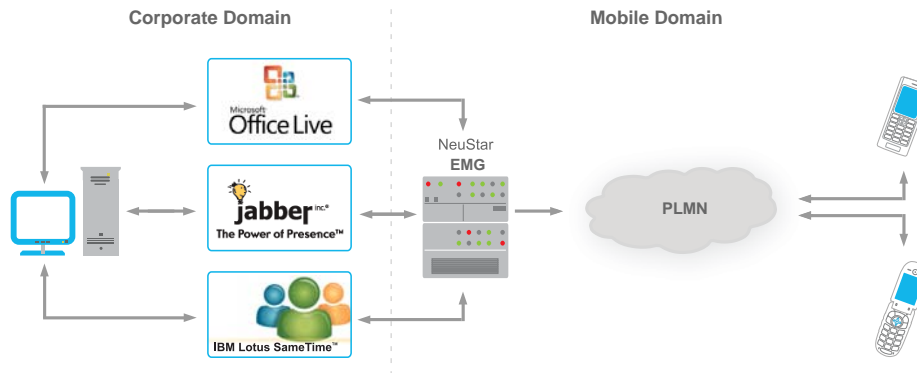




About Enterprise Messaging Gateway (EMG)

The NeuStar EMG mobilises enterprise IM to enable workers to keep connected, bridging the fixed and mobile workforce. End users can see availability of their contacts, manage communications on the move, set their personal availability information and access critical business information from their mobile device, thus enhancing productivity.

The EMG integrates popular enterprise IM services such as Microsoft LCS, Jabber XCP and IBM SameTime into the mobile device. NeuStar's clients support a range of mobile devices which can be fully branded to either the enterprise's or operator's look and feel.



Operator Benefits

- ▶ Corporate and business users offer increased ARPU opportunity
- ▶ Device supported through full client support
- ▶ Flexible billing enables the operator to bill pre or post paid, based on messaging volume, bearer usage (SMS/IP) activity duration or other required parameters
- ▶ Easy to deploy and operate and quick time to market
- ▶ Standards-based, for fast integration into operators network



Features

Unified presence and IM access enabling corporate users to access contacts lists, exchange instant messages and receive calendar alerts through their mobile devices

Services supported MS LCS, Jabber and IBM SameTime and operator brand IM

Devices supported include OMA-IMPS, J2ME, MS Smartphone, Symbian, BREW, Palm, Pocket PC and SMS

Secure access to corporate resources

Robust highly scalable solution

Presence-enabled contact list

Multi-party chat (one-to-one, one-to-many) to mobile and fixed line users

Live information (stock information, traffic updates, etc.) tailored to business needs

Core enterprise applications mobilised, from personal calendar to customer database

Contact list management (block, add, remove, create groups, assign, remove users and group profiling)

Update presence information ("available", "busy", "in a meeting" and "traveling")

Task and calendar alerts personalised to end user

Enterprise Benefits

- ⌚ Increased employee availability and productivity
- ⌚ Improved resource and workforce management
- ⌚ Streamlined business processes
- ⌚ Improved communications
- ⌚ Cost savings: phone calls, email, voicemail
- ⌚ Secure, scalable and compliant to industry regulations

Technical Specification

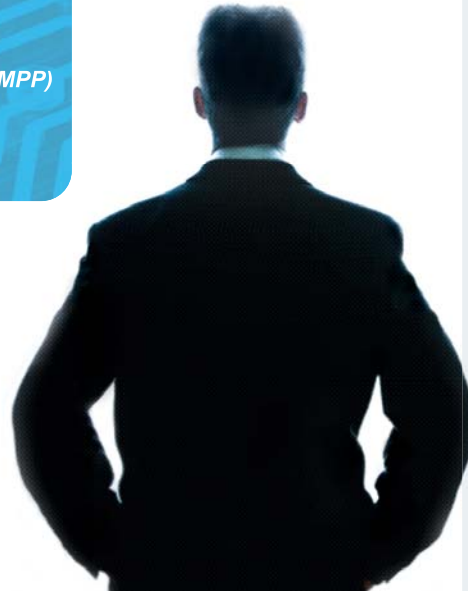
- *OTA protocol for remote configuration; seamless and automatic updates*
- *Full device supported*
- *Standards-compliant (OMA-IMPS, SIP/SIMPLE and XMPP)*
- *Easily integrated into operator environment*
- *SIP: IMS-supported: (SIP/SIMPLE, DIAMETER)*

Protocols

- *IMAP4/SMTP (email gateway)*
- *OMA –IMPS 1.3*
- *SIP/SIMPLE*
- *XMPP*

End User Benefits

- ▶ Effective collaboration, communication and workflow
- ▶ Improves speed of internal and external communication
- ▶ Ability to multi-task
- ▶ Immediate response when needed without disrupting workflow
- ▶ Mobilising real-time access to mission critical sales, product, customer and corporate information
- ▶ End user identified through mobile number (MSISDN)





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