i3 Forum

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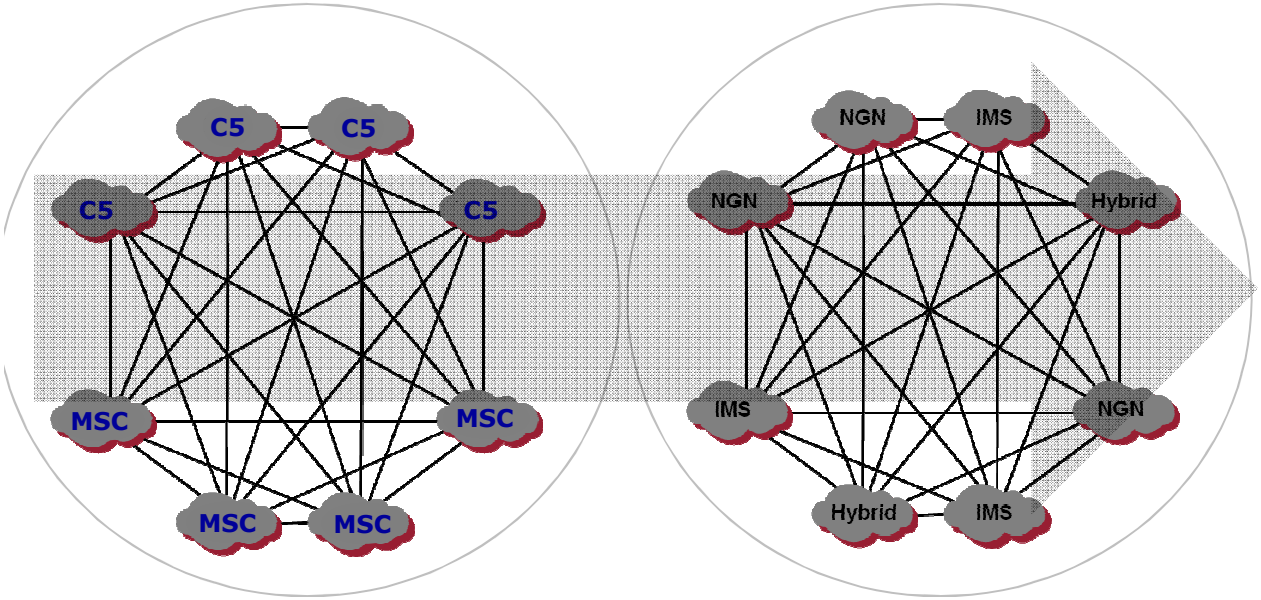
The Promise of IP and the Reality



- **IP was supposed to simplify and unify networks, services and management**
- **The nature of large networks is to be in transition and continually evolve**

- Investment in IP has led to 'Islands' of technology
- Each island tends to have its own services
- Each Island tends to use separate policy architectures
- Each Island tends to have separate routing and addressing rules

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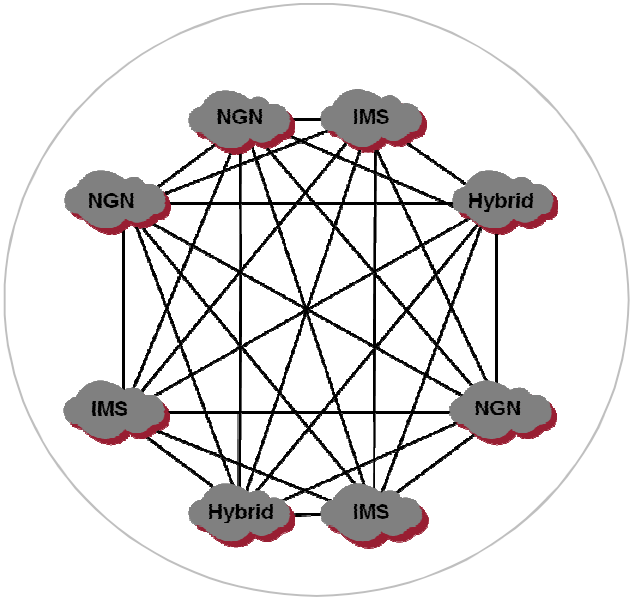
The Challenge and Opportunity of Network Addressing and Routing

- Enabling market interoperability and global reach
- Connecting islands of IP
- Enabling new services
- Integrating network assets
- Connecting peers, partners and ecosystems
- Carrier ENUM
- Number Portability
- Technology, Networks and Interconnection



‘ If I’m going to be a pipe,

I’d rather be an Intelligent pipe…’

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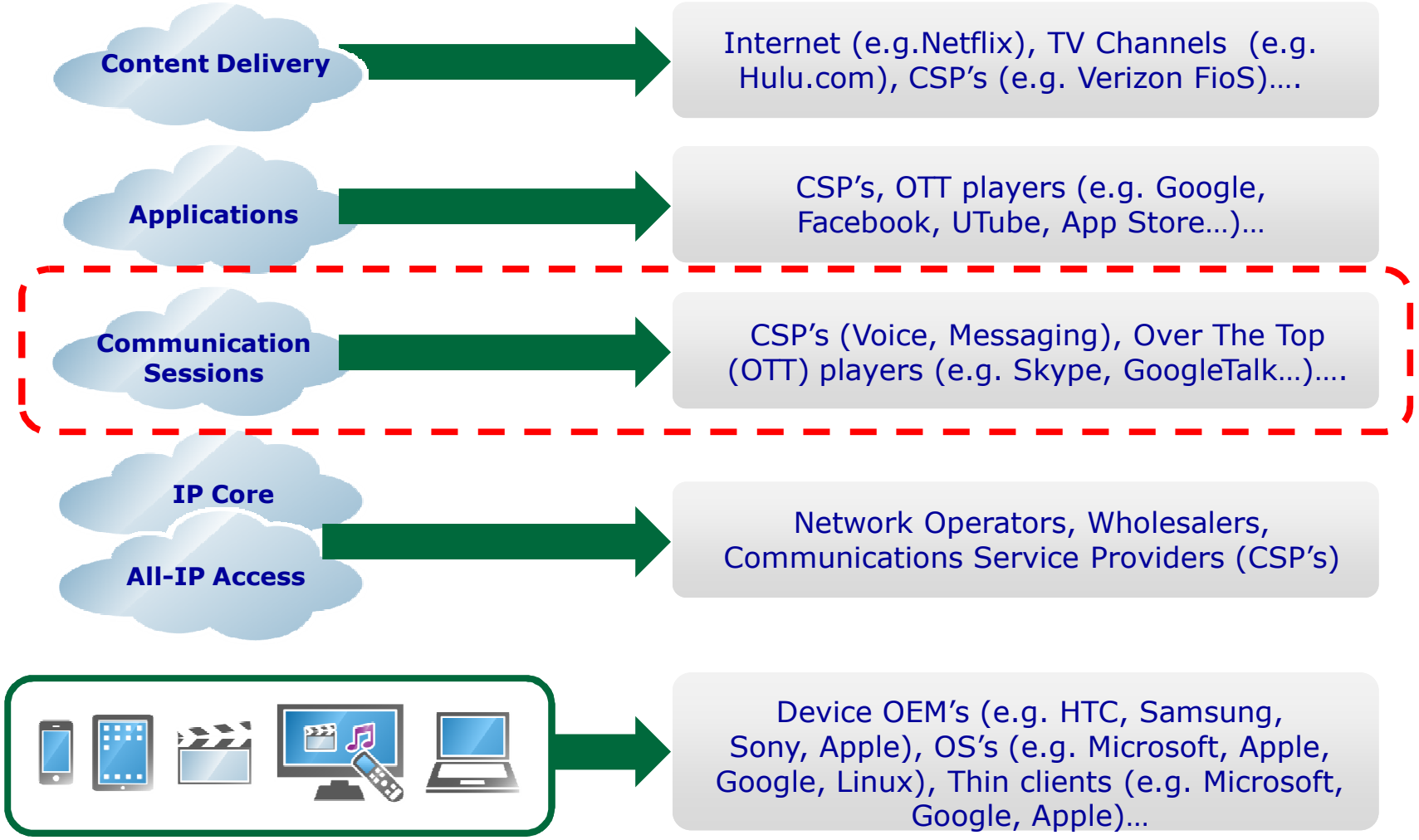
The Challenge is much bigger:



Many Ways to Access new Services: CSPs vs OTT

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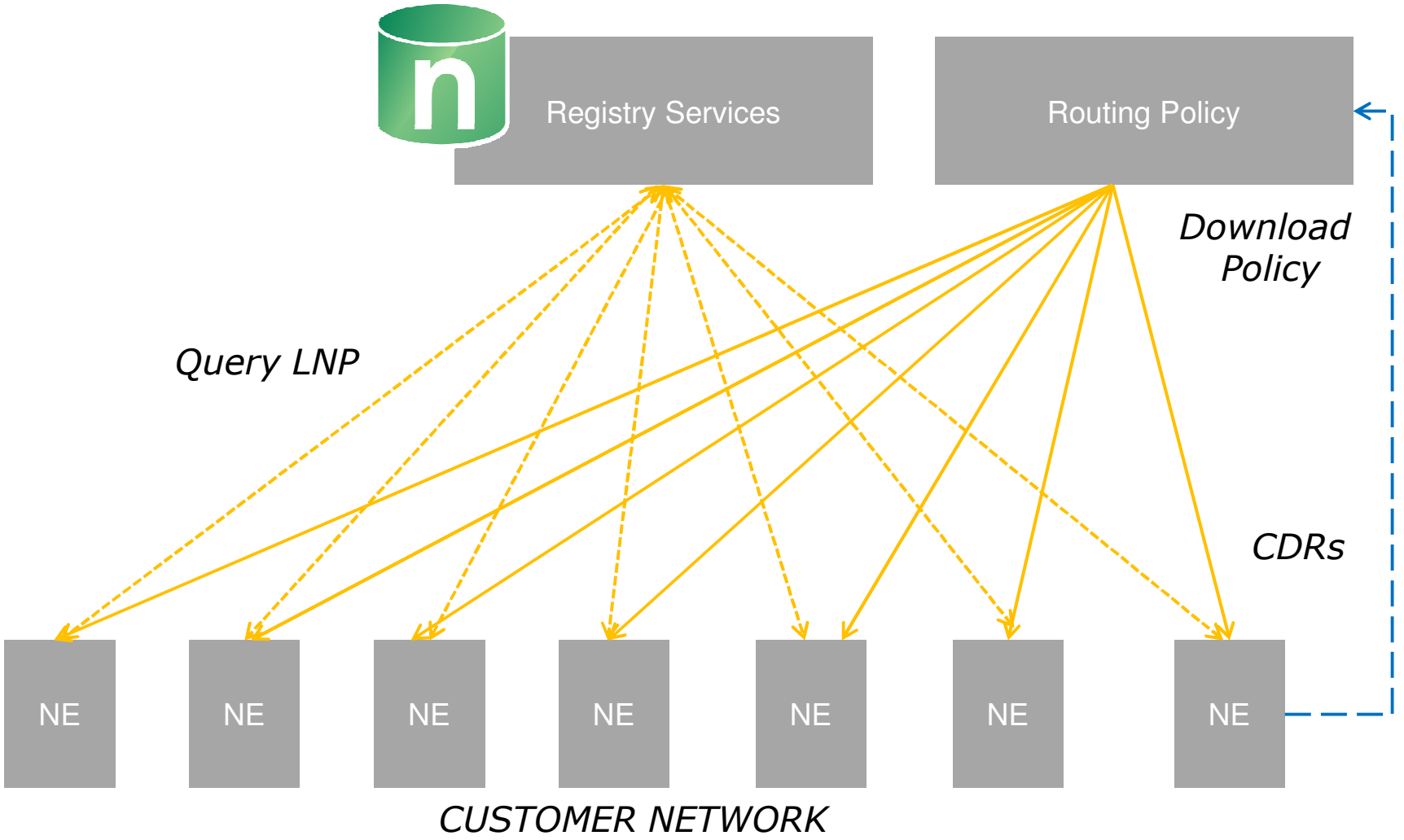
Today‘s Distributed Routing Model



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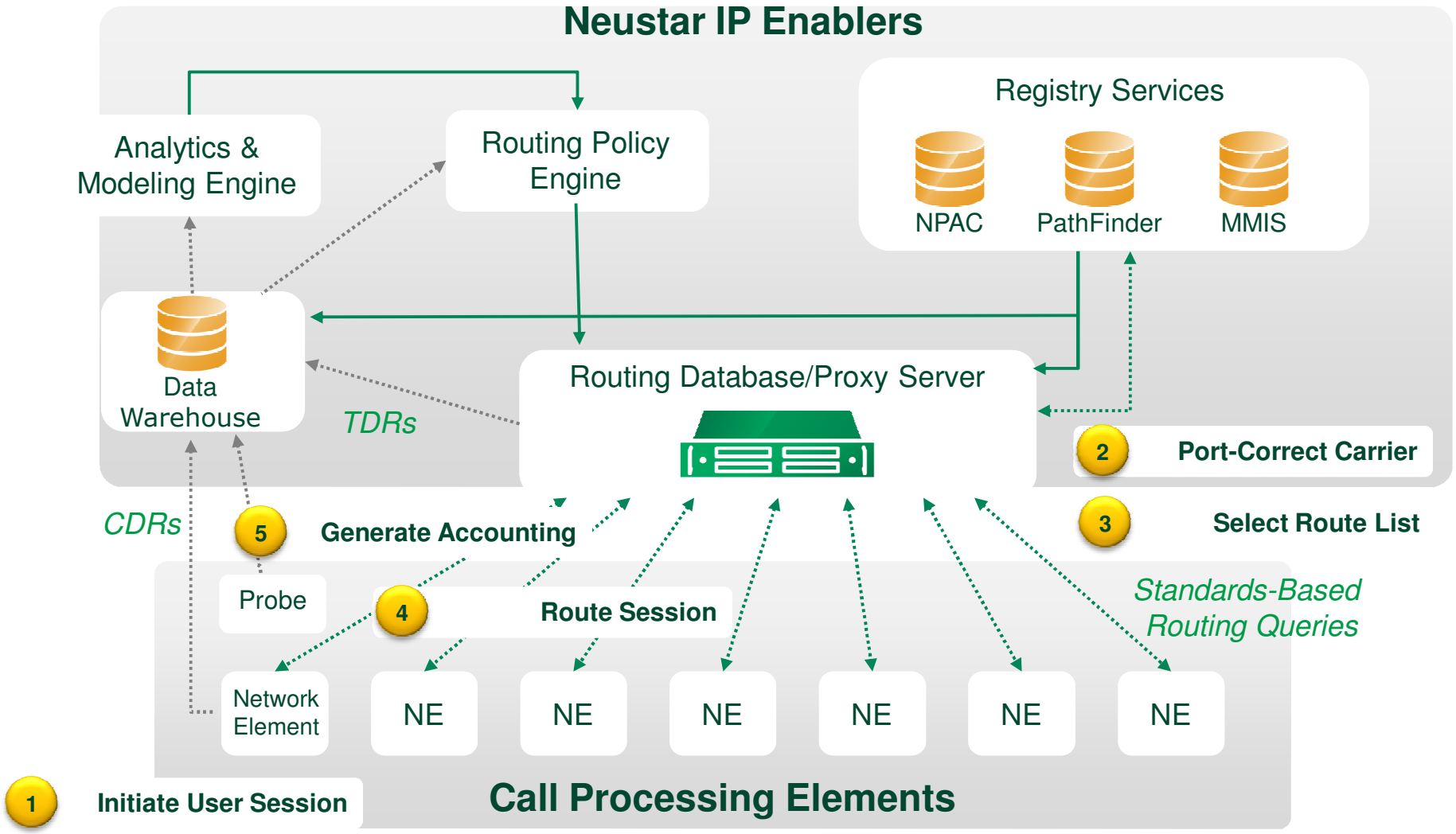
Neustar IP Enablers Reference Architecture



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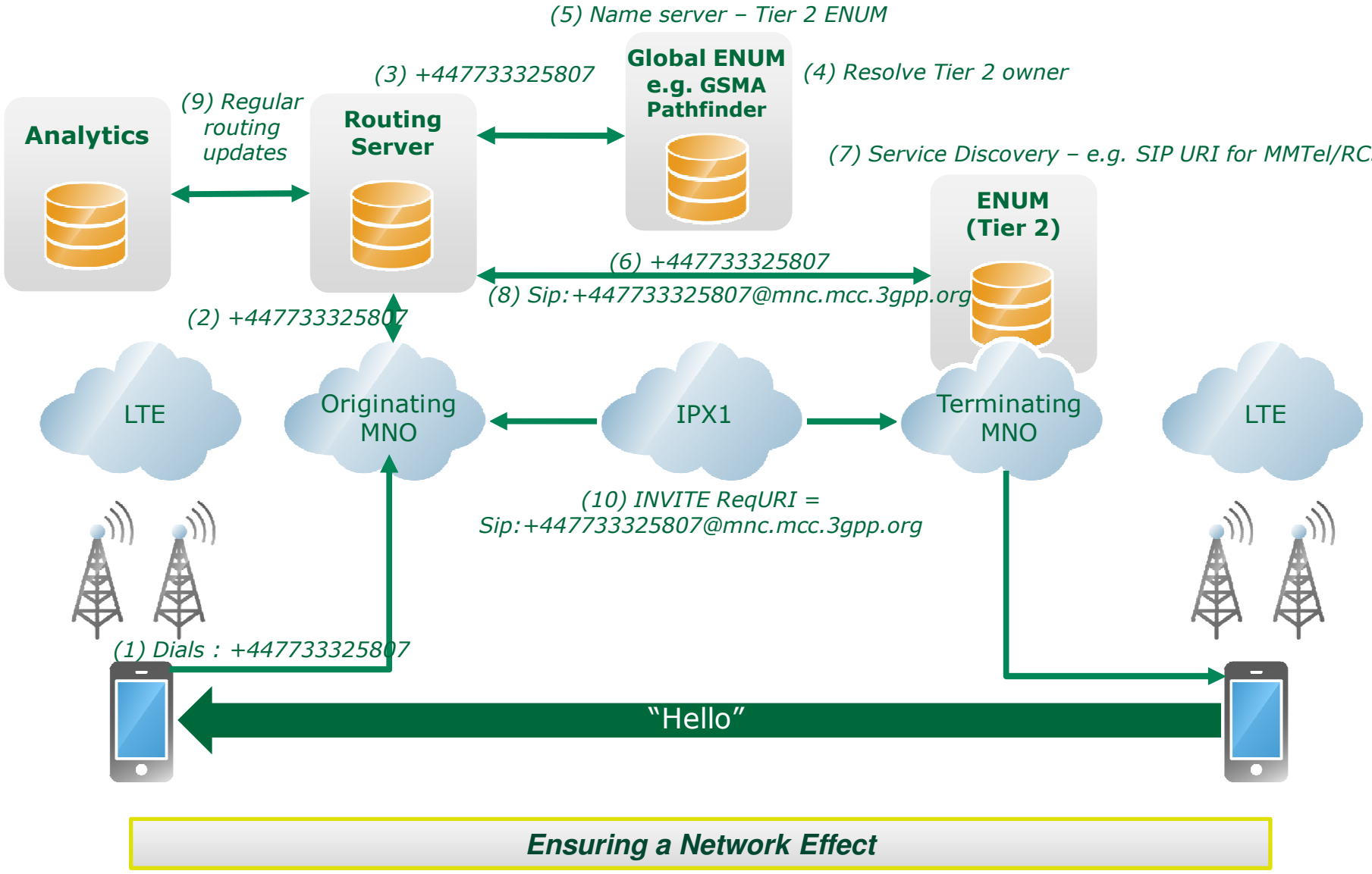
Use case : Inter-network interconnect



Ensuring a Network Effect

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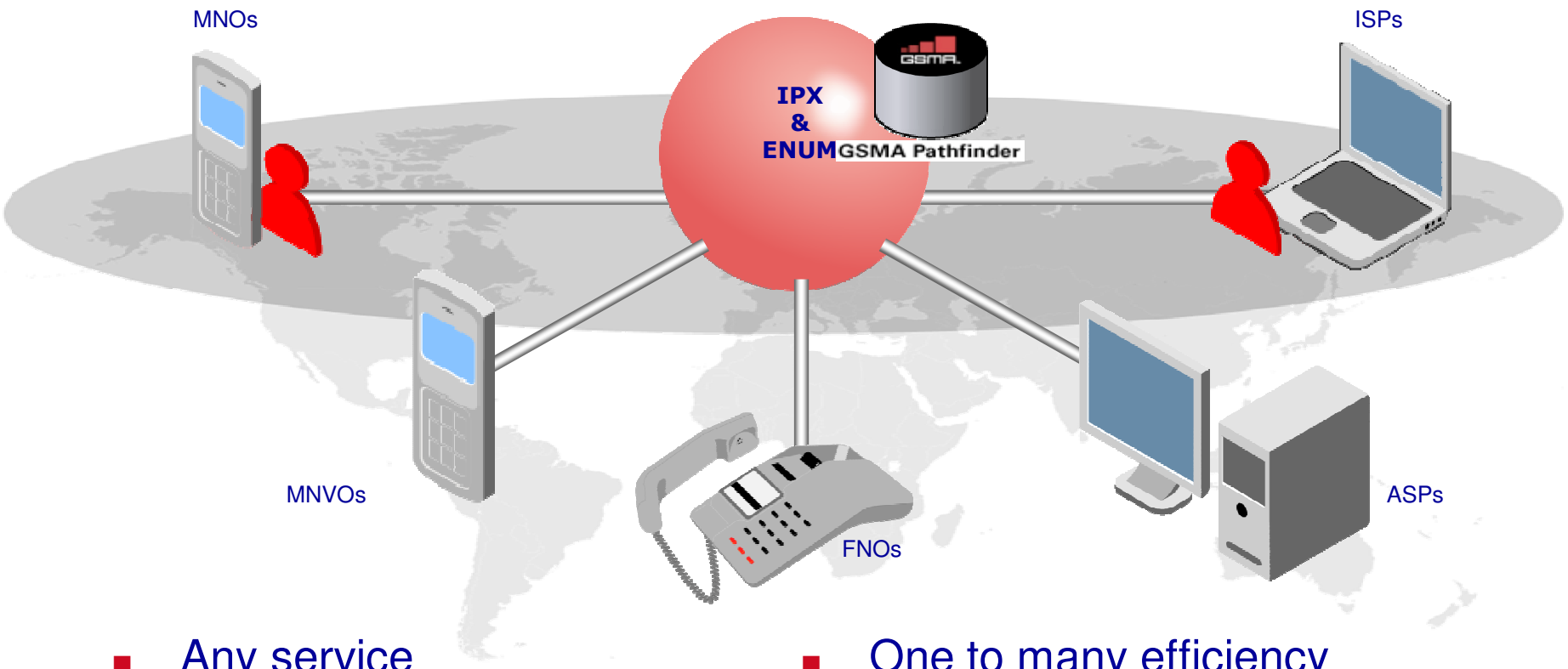
One Solution is Pathfinder



- Any service
- Interoperable & scalable
- All IP solution
- Reliable routing
- One to many efficiency
- Sustainable business models
- Guaranteed Quality of Service
- Security

No need to reinvent the wheel with each connection

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Enabling and Partnering with Neustar

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End-Users

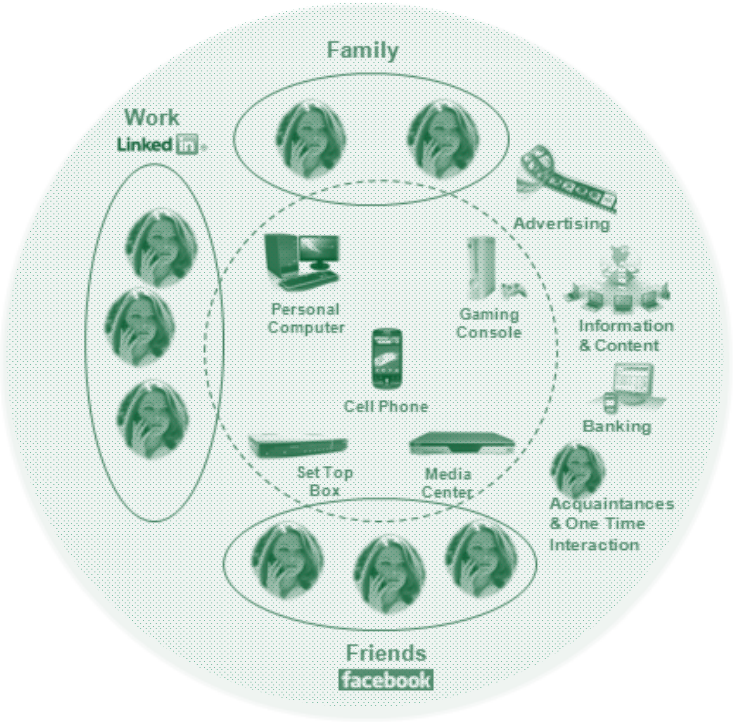
-Consumer
-Enterprise
-
Government

Customer Networks

-Mobile
-Mobile IP
-Landline

Enabling

-Communications
-Applications
-Services
-Revenues
-Performance
-Service
-Partnerships
- across industries
- online & mobilizing



Operator Ecosystem

Numbering Services
IP Routing
Mobile Internet Solutions

Marketing Ecosystem

Common Short Codes
2D Barcodes
Intelligent Cloud

Neustar Media

Digital Rights Management

UltraViolet

Internet Infrastructure

DNS and IP Address Management
Web performance
NeuSentry

Geo Location

Quova

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