



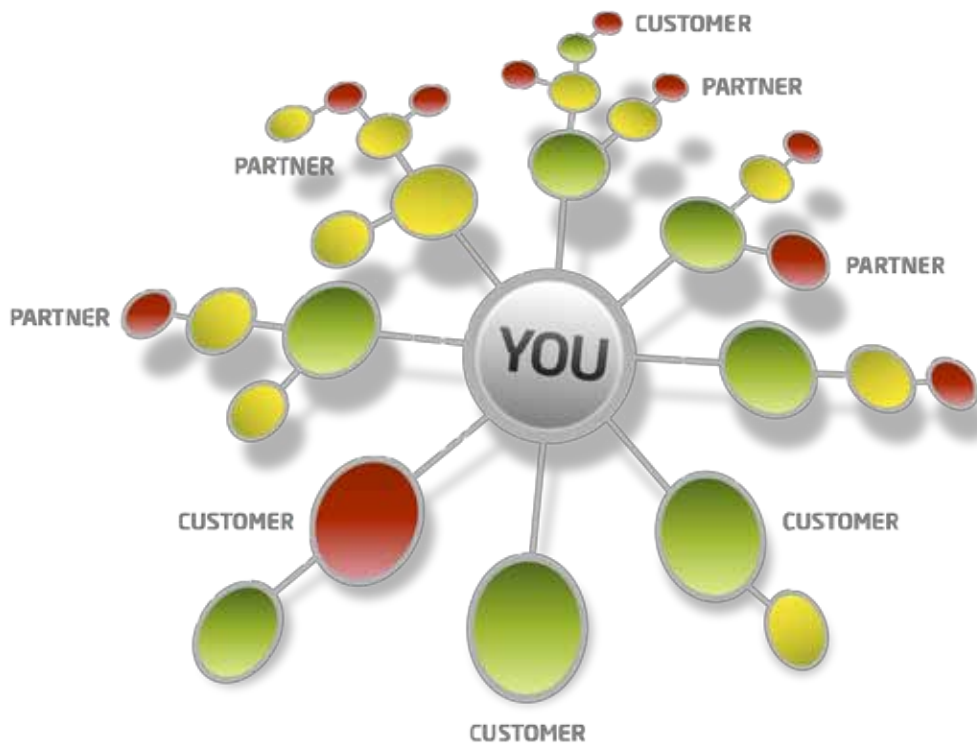
## WEBMETRICS ECOSYSTEM MANAGEMENT

If your business has ever collaborated with multiple vendors and partners to provide value to your customers – or if you need to monitor the performance of multiple stakeholders and share that information with them – then the concept of a “**Web Ecosystem**” is already familiar to you.

As industries evolve, however, these ecosystems become increasingly sophisticated, with more participants, more integration, and more potential points of failure. Further, trends such as Service-Oriented Architectures (SOAs), outsourcing, collaborative partnering, Software as a Service (SaaS), and cloud computing make ecosystems heavily dependent on real-time execution and on the integrated and effective deployment of IT infrastructures.

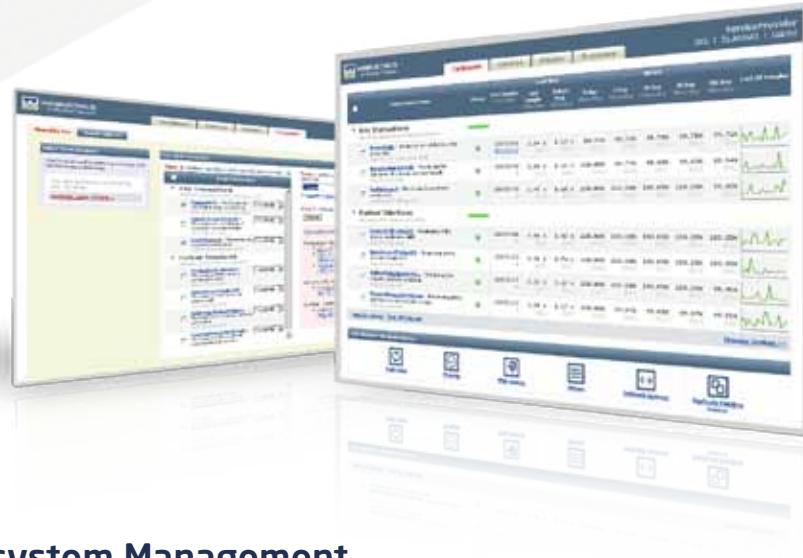
Built atop the powerful **GlobalWatch Monitoring Platform** – a hosted service that provides detailed availability and performance monitoring analysis – Ecosystem Management is an enhanced, evolutionary concept created by Webmetrics. In short, Ecosystem Management helps companies manage the complexities that arise as the control of web application performance gradually moves away from an individual company and is entrusted to key business partners and vendors.

Webmetrics believes that Ecosystem Management will become an essential building block for the next generation of Internet services.



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Ecosystem Management enables your stakeholders to share data and view the “complete performance picture” of all the components in the delivery chain to the end user.



## Features of Ecosystem Management

- Ability for stakeholders to view the complete performance picture of all the components in the delivery chain to the end user
- To share (and receive) customized performance data with (and from) stakeholders
- To customize one's view of service performance, from one's unique vantage point

## Benefits of Ecosystem Management

- Offers a "holistic vantage point" from which to oversee an entire service delivery environment – no matter how complex
- Provides transparency and visibility between departments, business partners, and customers
- Enables effective collaboration for SLA management and during performance incidences (providing the knowledge of when problems occur and detailing the potential impacts to all parties)
- Shortens time to resolution, creating a better customer experience and/or reduced B2B transaction failures
- Can be particularly useful for service partners – such as Software as a Service (SaaS) providers and participants, ecosystem providers and participants, supply-chain infrastructure providers, online retailers, and content/media delivery houses – that rely on others to deliver services to end customers

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**For further information about Webmetrics Ecosystem Management and other Webmetrics products and services, call 1-877-524-8299 or email [sales@webmetrics.com](mailto:sales@webmetrics.com).**

### **About Neustar and Webmetrics**

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing market-leading and innovative solutions and directory services that enable trusted communications across networks, applications and enterprises around the world. Webmetrics delivers collaborative performance management services for complex web ecosystems, and is a fully-owned service of Neustar. For more information, please visit [www.Neustar.biz](http://www.Neustar.biz) and [www.webmetrics.com](http://www.webmetrics.com).