

Neustar and Connected2Fiber Partner to Offer Integrated Network Connectivity Buying and Selling Platform

Solution automates and simplifies buying and selling of access and transport services

January 13, 2020 – STERLING, Va. and BOSTON, Mass. – [Neustar, Inc.](#), a global information services and technology company and leader in identity resolution, and [Connected2Fiber](#), The Industry Cloud for Connectivity, are proud to announce their partnership to offer the industry's first automated, end-to-end, cloud-based platform for buying and selling connectivity services across a full ecosystem of trading partners through the integration of Neustar's Universal Ordering capabilities and Connected2Fiber's Configure, Price, and Quote (CPQ) offering.

"There's a growing demand for network access and transport services brought on by the rise in adoption of enterprise cloud computing, new 5G backhaul demands, SD-WAN deployments, and edge computing. But new services are at risk of being bottlenecked by inefficient and ineffective processes for ordering off-net connectivity," stated Steve Leavitt, Vice President of Ecosystem Development at Connected2Fiber. "Connected2Fiber was purpose-built to intelligently automate network buying and selling activities. Our partnership with Neustar will extend our customers' capabilities beyond quick, intelligent connectivity quoting and supplier selection, to include the entire order execution phase of the process."

The joint solution automates and simplifies the complicated process of buying and selling wholesale network connectivity, such as broadband, ethernet, and high-speed Internet. It streamlines each step – from locating suppliers and simplifying the ordering process on the buy-side, to optimizing quotes and managing each order, from receipt to completion, on the sell side.

"The need for all types of connectivity is exploding, but operators can't service every location on their own. That's when they look to their wholesale partners," said John Denmark, Senior Vice President and General Manager of Carrier Solutions at Neustar. "This partnership pairs two powerful solutions to create a seamless, single pane of glass that streamlines the complex process of buying and selling wholesale connectivity services, improves operational efficiency, and greatly reduces order timelines."

"This is a best-in-class access management solution that supports Fusion Connect's goal of enabling the connected enterprise," said Brian Zuris, Vice President of Access Planning at Fusion Connect. "The offering gives us superior visibility into connectivity options for our customers with a single, streamlined toolset that also fully automates our quote to provisioning process, speeding up service delivery, and improving customer experience. In addition, it allows us to quickly integrate multiple connectivity options into a single SD-WAN solution for our customers in a cost-optimized way."

About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in Marketing, Risk, Communications, and Security that responsibly connect data on people, devices, and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: <https://www.home.neustar>

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About Connected2Fiber

Connected2Fiber is The Industry Cloud for Connectivity. The Connected World platform details and displays deep, trusted location-based insight and empowers users to leverage that insight to automate go-to-market processes around deal identification, account prioritization, and product pricing. Visit Connected2Fiber on the web at www.connected2fiber.com or follow us on LinkedIn at <https://www.linkedin.com/company/connected2fiber/>.

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