

Q. Performance Measurements

NeuStar is committed to providing the highest level of quality and performance to ensure the overall integrity of this mission-critical service.

When the Department of Commerce selects a vendor, it must consider not only the vendor's cost components and ability to design and develop a system but also the overall quality of the vendor's products and services. Because NeuStar is in the business of providing mission-critical services, quality is of utmost importance to us. We do not provide systems, we provide service. Our staff recognizes quality and performance as an ongoing and evolving process that facilitates our

commitment to continuous improvement by meeting the demands of our customers and the ever-changing marketplace. Through education and training opportunities, we promote teamwork, empowerment, leadership, strategic planning, and personnel development. The quality performance measurement system attributes managed by our staff include reliability, interoperability, availability, responsiveness, effective communication, accuracy, security, and one of our strongest value-added trademarks – neutrality.

NeuStar's Quality Management Program drives the delivery of all our services. Our performance measurement system, the heart of our Quality Management Program, is managed through strategic Monthly Operational Reviews (MORs)—meetings of senior and executive management during which progress and results are discussed—as well as through various additional operational and tactical reviews. In conjunction with our Quality Management Program, NeuStar is committed to constantly improving our services while ensuring high levels of responsiveness to customer requests. NeuStar continues to work with its customers to identify the key processes required for problem resolution and delivery of quality services, including measures to assess database performance, accessibility, and staff responsiveness to customer issues. Our Customer Relationship Management (CRM) practices capture aspects of our performance relevant to our customers to ensure increased competitiveness, greater customer value, and delivery of world-class products and services. In addition, NeuStar's upper management commitment to provide world-class products and services to our customers on a consistent, timely, and accurate basis is central.

NeuStar's Quality Management Program ensures effective business account management, compliance with standards and applicable Service Level Agreements, and cost-effective operations analysis while maintaining our competitive business edge within the communications industry. Our program is well administered and supported within NeuStar across all functional groups including:

- Service Delivery,
- Program Management,
- Information Technology,
- Software Engineering,
- Systems Quality Assurance, and
- Configuration Management.

HIGHLIGHTS

Performance Measurements are designed to ensure:

- **Objective assessment of NeuStar performance**
- **High service availability and reliability of system**
- **Commitment to credits for performance shortfalls—already included in usTLD Administrator Registrar Draft Agreement**

NeuStar is committed to providing a high level of performance to the usTLD community. To that end, NeuStar proposes Performance Measurements related to the operation of the usTLD registry. The purpose of these Performance Measurements is to ensure that the registry consistently performs at high levels to meet the needs of the industry, to ensure the reliability of this mission-critical infrastructure, and to ensure stability of the usTLD. Comparable benchmarks for service level agreements are typical for public resources, and the usTLD should be no exception.

NeuStar believes that Performance Measurements are so important to the proper functioning of the usTLD Administrator that we have integrated detailed Performance Measurements into our usTLD Draft Registry-Registrar Agreements. Not only have we integrated the measurements into the agreements, but we have included credits to be paid to the registrars if we fail to meet any of them.

For a detailed description of the Performance Measurements, please see Exhibit G of the usTLD Registry-Registrar Agreement in Section H of this proposal. For a detailed description of the Performance Credits, please see Exhibit H of the same agreement.

We believe these measures will provide accurate indicators of NeuStar's progress under the project and assessment of services offered. Further, as required, for the first two years of the purchase order, we will submit monthly progress reports to the COTR, in writing, detailing the Contractor's progress toward meeting the purchase order SOW requirements. These reports are described in Section B.2.15, Progress and Quarterly Reporting.