

NeuStar Campaign Administrator

Simplifying Short Code Campaign Management

Industry Challenge

The introduction of Common Short Codes (CSCs) within the wireless telecommunications industry has led to an increased volume of mobile messaging for Telecommunication Carriers and Aggregators. While messaging traffic and short code based campaigns are on the rise, the process of reviewing, approving, provisioning, monitoring and de-provisioning mobile campaigns remains complex. Carriers and Aggregators are confronted with a multitude of challenges that result in process inefficiencies and lost messaging revenues.

Key Campaign Administrator Features

NeuStar's Campaign Administrator handles full lifecycle management of short code campaigns from campaign submission through campaign sunset. Seamless integration with the CSC Registry eliminates the need to constantly monitor and map updates, avoiding cumbersome work-around solutions. Built on an open architecture with API compatibility, the system easily meshes with Carriers' and Aggregators' internal and external applications including campaign submission via SOAP-based XML format. Additional key Campaign Administrator features include:

Campaign Dashboard: Provides a comprehensive summary view, sorted by Carrier or Aggregator, of all CSC campaigns and their current status including:

Content Rating: Provides clear identification, tracking and auditing of campaigns that are not suitable for users under 18 years of age

Campaign Type: Identifies Carrier defined campaign types such as Offnet, WAP, Carrier Deck, MMS and others

Campaign Start and End Dates: Displays scheduled campaign start and end dates

Current Workflow Step(s): Displays current campaign workflow step within the Carrier provisioning lifecycle

Implementation Cycle: Illustrates the percentage of the campaign provisioning lifecycle process that has been completed

NeuStar® Solution

NeuStar's Campaign Administrator product is a comprehensive web-enabled, workflow management system that enables Carriers and Aggregators to jointly navigate and manage the lifecycle of short code campaigns seamlessly from submission to de-provisioning.

Welcome Acme Wireless Edit Profile	Campaign Administrator Campaign Dashboard - Summary View
Home	Filter
Manage Campaigns	● Under 18 ● Above 18
My Work List	Filter by: <input type="text" value="Campaign Name"/> Filter Value: <input type="text"/> Apply Filter
Manage CSSC	* CSC Numbers
Administration	1 2 >>
Carrier Affiliation	CR> Campaign Name CSC*/CSSC Campaign Type Aggregator Start Date End Date Current Workflow Step(s) Implementation Cycle
Manage Notification	● Asia Idol 22345 Offnet Agg2 07-25-2007 03-16-2010 - Business Review 0% completed
Reports	● BabiesRUs 57632 Offnet Agg2 07-25-2007 03-13-2008 - Tech Dev Review 30% completed
Carrier Profile	● Bart Simpson 337866 Offnet Agg2 06-06-2007 01-01-2010 - Business review 0% completed
Logout	● Contest4Phone 1923874 Offnet Agg2 04-11-2007 12-12-2009 - Aggregator Acceptance 85% completed
	● Enterprise Alerts 3094879 Offnet Agg2 08-14-2007 03-16-2010 - Tech Dev Review 30% completed
	● Food4Fun 948319 3918749 1029384712 Offnet Agg2 04-11-2007 10-20-2009 - Carrier Provisioning 45% completed
	● Global Chat 345678 Offnet Agg2 07-03-2007 03-19-2009 - Carrier Provisioning 45% completed
	● Global Friends 44644 Offnet Agg2 07-03-2007 03-19-2009 - Aggregator Acceptance 85% completed



Campaign INFO	Carrier Details	Carrier View Only	Journal	Work Flow
* Required Fields				
1 2 3 >>				
Journal Type	Created By	Journal Text		
Private	campaignadmin1@...	Accept on Product Review taken		
Private	campaignadmin1@...	Accept on Product Review taken		
Private	campaignadmin1@...	Accept on Tech Dev Review taken		
Private	campaignadmin1@...	Campaign state changed from Tech Dev Review to Car...		
Private	campaignadmin1@...	Work Item acquired by campaignadmin1@gmail.com		
Private	campaignadmin1@...	Work Item released from campaignadmin1@gmail.c...		
Private	campaignadmin1@...	Work Item acquired by campaignadmin1@gmail.com		
Private	campaignadmin1@...	Accept on Business Review taken		
Private	campaignadmin1@...	Campaign state changed from Business Review to Pro...		
Private	campaignadmin1@...	Work Item acquired by campaignadmin1@gmail.com		
1 2 3 >>				
Type	<input checked="" type="radio"/> Public <input type="radio"/> Private			

Track and Monitor Critical Campaign Events and Activities

Manage Campaign Lists: Offers Carriers a view into specific campaigns throughout all stages of the campaign lifecycle; allows users to quickly sort, search and filter campaign information by user-defined preferences and serves as a quick-and-easy gateway to accessing additional details and functions for each campaign. Data includes Campaign Name, Campaign Type, Aggregator, Short Code(s), Start Date, Status, Content Provider and status updates on Current Workflow Step.

Journal: Provides an auto-generated "Audit Trail" of critical campaign data events and incidents, including comments and/or documents added by authorized system users. Carriers can also create/add comments to campaigns and designate whether comments are viewable by Aggregators.

Detailed Reporting: Presents multiple reports with user-defined query. Data results support multiple output formats including HTML, PDF, CSV and Excel.

Timely At-A-Glance Campaign Provisioning Updates

Work List Management: Automates, tracks and manages workflow task assignments to expedite timely provisioning and campaign launch.

Data Filtering: Allows users to focus on specific campaigns and campaign data; optional filter via drop-down lists or user-defined criteria.

***Keywords:** Tracks, searches, sorts and performs additional campaign functions down to keyword level detail.

***Complaint and Violation Tracking:** Records, reports, tracks and manages complaints and campaign violations by campaign; records event details and sends auto-notifications to Aggregators for resolution upon submission. Aggregators can rank complaints according to severity.

* Pending future release

Carrier Benefits

At-A-Glance Campaign Dashboard: Displays campaign information via a single, data-rich interface minimizing time spent on communicating campaign status and information

Auto CSC Upload: Authenticates, streamlines and facilitates campaign creation/submission (e.g., CSC renewals, Aggregator changes and CSC deactivation) from daily CSC Registry uploads

Search/Filter: Allows users to expeditiously search and view campaign-specific details

Quick Sort: Provides a dynamic and intuitive sorting function that allows users to quickly arrange and view campaign data according to user preferences

"Smart" Campaign Form: Allows data-intensive campaign information to be received, viewed and stored using flexible forms that support "protecting" specific campaign data for Carrier use only and attachments

Clearly Defined Workflow Steps: Displays campaign status for each active campaign to allow Carriers to quickly identify bottlenecks and time delays

Notifications: Indicates when a process has been completed and if any errors were encountered; notifies Carriers via real-time automated system-generated messages

Aggregator Benefits

Process Improvements: Submit, process, implement and manage CSC campaigns more efficiently with customizable user profile definitions. For maximum efficiency, Aggregators can differentiate specified access to enable distribution to appropriate key players in a campaign workflow

Campaign Dashboard: Access an "At-A-Glance" view of campaign status across carriers and timely updates on Aggregator responsibilities within a campaign workflow, enhancing collaborative working relationships with Carriers. The Campaign Dashboard significantly reduces cycle time and resources spent on communicating updates throughout the campaign implementation process

Clearly Defined Workflow Steps: Clarify roles and responsibilities of the Aggregator and of the Carrier

Copy/Clone Campaigns: Save/copy pre-existing campaigns for quick edits and submission, expediting the campaign submission process

Save Campaigns: Save campaigns for future use, preventing data loss and minimizing campaign submission efforts

Campaign Journal: Track campaign events and activities via a central campaign-based repository. The Journal also allows Aggregators to add publicly-shared entries

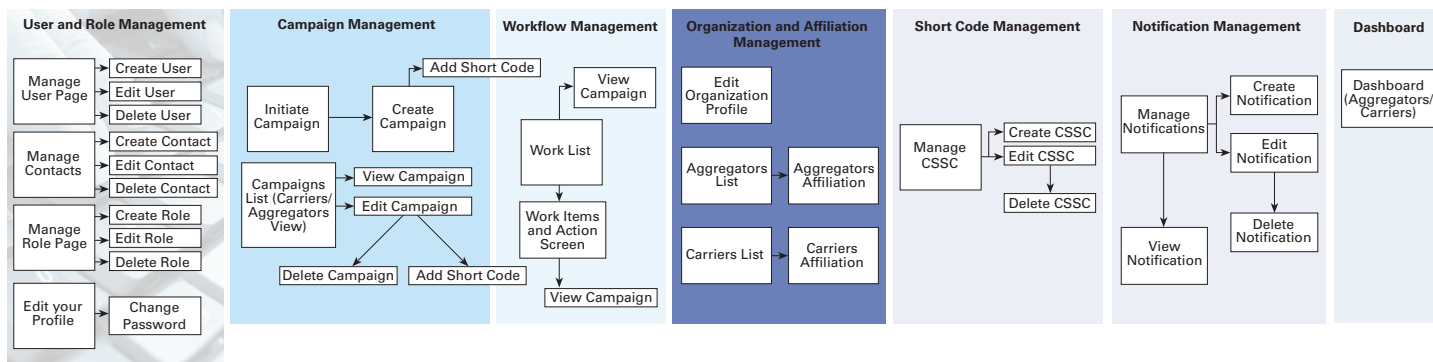
***Bulk Campaign Uploads:** Enjoy significantly reduced time and resources required for data entry and replication. This optional feature expedites campaign submission by enabling bulk uploads via API (SOAP based XML) with auto error detection

Neutral Third Party Administration

This comprehensive solution is managed and operated by NeuStar via a hosted ASP environment. Campaign Administrator offers standard and optional product functionality and supports the flexibility of Carrier customization. Carriers can accurately capture specific, subtle nuances within their workflow environments.

Workflow Elements At-A-Glance

Workflow Management – View, Prioritize, Assign and Complete Campaign Workflow Tasks from a Central Interface.



Learn More

Contact your NeuStar sales representative today or email campaignadministrator@neustar.biz to learn more about Campaign Administrator and how it can help your company operate short code campaigns more effectively and efficiently. Visit www.USshortcodes.com to learn about Common Short Codes and mobile marketing campaigns.

About NeuStar

For almost a decade, NeuStar has provided the wireline and mobile communications industry with innovative and essential registry and addressing services that carriers, service providers and enterprises have come to trust and upon which they rely to offer new services, increase revenue, and increase efficiencies within their networks. To learn more about NeuStar visit www.neustar.biz.

