

## CASE STUDY:

# Neustar projects significant revenue increase after business analytics transformation from Mainline

## THE BUSINESS CHALLENGE

This is an age of big data. Capturing, combining and analyzing all types of data is now a critical part of business strategy. Creating a strategic advantage means bringing disparate data sources together to generate actionable insights.

Neustar, is an aggregator of daily changes in telecom land line information for use in 411 directory services. The company also provides data to other companies, such as debt collectors and marketers that want to locate customers.

“Our business category was being commoditized,” says Rick Kurtz, Neustar general manager. “Our data sets came from telephone companies only, and our business rules were structured, rigid, and hierarchical, restricting our flexibility to change.”

While Neustar was good at collecting data, the analytics part of the business equation was lacking. The company needed a transformation. “We had to reposition ourselves in the business analytics intelligence space as opposed to only being a data aggregator,” says Kurtz. “We had to move up the value chain, and add analytics value to our data.”

To support the change, the company needed a whole new delivery and analytics platform. With the marketplace evolving quickly, the time left to make the change was extremely limited.

## THE SOLUTION

Mainline had served Neustar for years as a hardware/software vendor, and had recently expanded its business analytics practice to help companies like Neustar. Kurtz engaged Mainline to spearhead the company’s technology transformation, which began with a Business Analytics Workshop.

“Based on information gathered at the Business Analytics Workshop, Mainline provided the thought leadership for the future-state vision of where we needed to be, and what was needed from a technology perspective— hardware, software, data architecture, and analytics repository,” says Kurtz. “And they drew the road map to get there from where we were at that point.”

At a number of points during the process, the Neustar team felt some uncertainty about what to do next and wanted a time-out. Kurtz recalls that Mainline kept everything on track and focused on the end result. Together, Neustar and Mainline kept the project moving in the right direction. “The transition point was focusing on how to serve our customers in the collection industry by enabling them to identify, locate, and engage delinquent debtors,” says Kurtz.

Mainline recommended a new application called ConneX, which lets collection customers use multiple data sources and predictive analytics to find and contact delinquent debtors quickly and optimally. “Once we grounded it in a use case, we made a tremendous amount of progress,” Kurtz says.

The single biggest “aha” point was designing the master data object model, says Kurtz. “The Mainline architect laid out a model that brought together disparate data sets and linked or fused them in a way that allowed our application to work,” he explains.



**Customer:** Neustar (formerly known as LSSiData)

**Headquarters:** Blue Bell, Pennsylvania

**Employees:** 50-100

## THE BUSINESS CHALLENGE

- Transform data aggregation into higher value business analytics, increasing value delivered
- Use predictive analytics to change slow, manual investigations into fast, automated ones
- Enable faster and more flexible changes by customers and staff, reducing IT overhead

## THE SOLUTION

### Mainline Smarter Analytics and Big Data Solution

- Business Analytics Workshop
- Mainline Consulting Services
- IBM PureData powered by Netezza QuickStart Services

## THE RESULT

- Minutes instead of hours for end users to achieve results
- Revenue projected to significantly increase
- Ability to assign 30 percent of production staff to higher value development projects
- Projected 100 percent payback in under two years

ConneX is powered by IBM PureData for Analytics, an appliance that simplifies and optimizes services for analytic applications. Mainline provided the appliance, along with Netezza QuickStart Services, which includes onsite education and knowledge transfer to help the IT team speed time to value.

## THE RESULT

### Finding people in minutes instead of hours

The new environment enables users to quickly get the highest quality data from any data source and build a customized output file around a delinquent debtor based upon predictive analytics, Kurtz explains.

“We sort through all the data about a customer and put together a unique profile about how to identify, locate and contact that person, based on the quality of data on hand,” Kurtz adds. “Our analytics model provides a small, highly relevant, and accurate data set about where to contact a given customer, and it can reduce the time needed to find that person from hours to minutes.”

The result, Kurtz adds, means that collectors spend less time finding people and have more time to increase productivity and renegotiate debts.

### Using only what's most valuable

Neustar corporate customers can easily optimize their investment. A dashboard measures the value of each data source and enables them to quickly substitute one data source in place of another because it looks more promising. “There are user-defined flags that enable our customers to only

use and pay for the data that creates the most value for them,” says Kurtz.

ConneX also captures social media content to verify and augment existing data. “We can show the value of that data to our prospective customers because at the end of the day, it will result in their debt collectors getting to the debtors faster,” says Kurtz.

### 100 percent payback in less than two years

Because of increased automation, Neustar has a greater capacity to support growth without adding staff. “Our revenue and margin per employee goes up,” Kurtz says. “We’ve been able to reassign about 30 percent of our production staff to development, where they can add more value more quickly in new projects instead of operations. All together, we can estimate 100 percent payback on our investment in Mainline Services and this platform in 18 to 24 months.”

It’s also easier to respond to new market opportunities faster. For instance, the time needed to add new data suppliers and onboard new corporate customers has gone from months to weeks, says Kurtz.

“Mainline provided exactly the transformation we needed,” Kurtz continues. “They came at our business with a consultative approach, and provided a whole new business analytics platform. We expect to significantly increase our revenue in the years ahead. I think of Mainline as a business partner that just happens to be in the technology business.”

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