The Global Connectivity Challenge

**The Connected World platform simplifies and automates
network connectivity buying and selling**

Connecting users and devices to data and applications continues to increase in both criticality
and complexity for organizations and businesses of all sizes. Application migration to the cloud
is accelerating, and end-user quality of experience expectations are ever-increasing.

Whether you're delivering infrastructure services, managed network services, a data center operator defining connectivity options, or an enterprise "doing it yourself" (DIY), the tasks of planning, identifying, pricing/costing, quoting, buying, and managing connectivity are complex and require tremendous amounts of human capital resources.

Connectbase offers a cloud-hosted, data-driven SaaS platform that greatly simplifies and automates the tasks of buying and selling network connectivity and over-the-top services such as SD-WAN to any location in the world. The platform greatly improves the efficiency, productivity, and time to market for both network connectivity buyers and sellers.

Data-driven SaaS platform transforms network service buying and selling

Whether selling or buying connectivity, you require detailed information about the locations of all sites to be served and the connectivity options available at each specific location. But it's not quite that simple. You need more.

- Does location information include address, latitude and longitude, building footprint?

- Do multiple tenants occupy a particular location representing additional opportunities?

- What connectivity services are available at the location?

- Which providers or partner providers offer services?

- Are the services on-net, near-net, or off-net?

- What is the pricing for available services?

- How can automation simplify and streamline network connectivity transactions?

- What is the competitive situation in that building or location?

" Trimmed down time-to-quote by more than 50% within a year, exceeding the goal that we set for this metric."

Cox Communications

Connectbase

Connectbase has the only platform that combines comprehensive location and network connectivity information in a single, unified platform. For more than two billion locations around the world, Connectbase Location Truth provides deep, accurate location details, tenants, network connectivity options, pricing, and much more. Continuous automated updates are cross-validated from multiple public and private resources. This ensures transparency and accuracy to accelerate identifying, pricing, quoting, buying and selling connectivity services while minimizing human errors that often require tedious, manual corrections.

Connectbase works with connectivity industry leaders

Connectbase instantly increases your network intelligence, helping expand your reach and increase win rates. The platform identifies all of the key providers and services offered within a region, state, country, and around the globe and includes service details and pricing from:

- 10/10 of the top MSOs
- 4/5 of the top networking MSPs
- 9/10 of the top LECs
- 10/10 of the top fiber providers

Globally, the Connectbase ecosystem includes more than 300 providers including MSOs, MSPs, LECs, broadband providers, hyperscalers, data center operators, and tower operators.

Automation drives better decisions, efficiency, and productivity

With a Connectbase SaaS subscription, network service acquisition tasks that previously took weeks or even months can be completed in a matter of days or even hours, improving customer responsiveness and increasing productivity, while freeing time to pursue new projects. For network sellers, Connectbase platform advanced capabilities automate planning, prospecting, pricing, quoting and more. For network buyers, the platform automates and streamlines finding, managing, costing, and buying connectivity services, and even automates the process of establishing new provider partner relationships.

Best-in-Class Location Intelligence

Find top sales prospects in minutes

Find ideal network partners at thousands of locations with a few clicks of a button

Network Buyer and Seller Activity Automation

Generate thousands of quotes in minutes

Centrally manage millions of network partner locations

Industry Standard

Leverage an API-driven ecosystem of network buyers and sellers to continuously communicate in a standardized way

Platform architecture

The Connectbase platform is comprised of Seller Cloud and Buyer Cloud options. Network service providers, managed service providers, data center operators, enterprises, real estate companies, and more can choose to subscribe to the capabilities within each cloud that best meet their requirements. For example, a managed service provider would likely subscribe to the Buyer Cloud for identifying and sourcing connectivity services for a prospect and also to the Seller Cloud to automate pricing and quoting a complete solution for the opportunity.

Seller Cloud: The Seller Cloud accelerates growth and profitability with industry leading tools to prospect, quote, and drive digital orders. Seller Cloud insights, embedded at each step, help you to understand your market, activity, and analyze optimal outcomes that drive growth.

- Intelligently plan for new network routes
- Quickly prospect ideal sales targets
- Rapidly analyze and prioritize RFP responses
- Optimize pricing to maximize win rate and profit on a per location basis
- Automate quoting and market selling

Buyer Cloud: The Buyer Cloud transforms how connectivity suppliers are identified, on-boarded and managed. A quoting application digitizes one-to-many quote requests across the supplier base, enabling providers to respond to off-net needs in seconds not days, increasing win rates and profitability.

- Quickly find the right network partners by location
- Centrally manage partner network coverage
- Optimize and store product cost rules
- Obtain real-time supplier quotes
- Automate ordering and market buying

Seller Cloud

PLAN — Plan network routes and sales force allocation along those routes

PROSPECT — Prospect high value opportunities

PRICE — Price opportunities to win

SELL — Communicate serviceability and pricing to the market

Buyer Cloud

FIND — Find suppliers to maximize coverage

MANAGE — Manage supplier serviceability in a central location

COST — Configure and store product cost rules in a robust product catalog

BUY — Obtain real time product supplier quotes

Connectbase APIs enable integration with OSS/BSS stack of choice

The Connectbase platform supports more than two dozen APIs, enabling service providers to easily integrate Connectbase data, insights, and workflows into their existing OSS/BSS and enterprise resource applications (e.g., configure/price/quote system) of choice. Data APIs provide access to location and network intelligence information, described above. Workflow APIs leverage Connectbase network buying and selling automation features, enabling new efficiencies to a provider's in-house systems.

Committed to customer success

Our dedicated customer success team is committed to help you maximize the benefits you derive from Connectbase including

- Project kickoff and implementation assistance in the loading and integration of relevant data
- Focused trainings to accelerate your organization's productivity
- Regular cadence calls to ensure consistent communication of software updates, customer requests, and training requirements
- Access to support teams including optional professional services

"The platform has become an indispensable part of FiberLight's business and has contributed to higher profitability for our organization."

FiberLight

Visit our website and schedule a <u>custom demo</u> to learn how Connectbase can accelerate and transform the way you buy, sell, and deliver network connectivity services.

Connectbase

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