

Location Truth Certification

Introducing a better way to ensure accuracy in location intelligence

At the foundation of every connectivity transaction is location truth. Sellers want to avoid fallout or no bids due to misinformation. Buyers want to have confidence in the purchase decisions they make based on quotes. Connectbase wants to offer a better way to serve both.

Introducing the Location Truth Certification Program

By meeting a set of requirements, facility-based providers earn a badge for the locations and services in their footprint. Seeing the badge on a quote, RFP, or within The Connected World platform lets the buyer know that the data has been verified as real.

To earn the badge, providers must work with Connectbase to complete a full on-net and near-net analysis. This analysis must include one or more of the following methods to badge a location:

- Proof of order activity during the last 3 years
- Proof of active accounts in the locations specified
- Proof that IP tracing picks up the carrier network where mobile service crosses
- Proof of a wi-fi access point in the building
- Proof in the right-of-way (ROW) near-net analysis, using splice points, shows a connection within 300 feet of the location of interest

If a seller is unable to validate but has the confidence to provide a service guarantee with no additional construction, they can also badge and communicate the guarantee.



Location Truth Certification helps everyone do business with confidence

Provider benefits

Go to market with confidence and focus your team resources on strategic initiatives rather than supporting delivery.

- ▶ Stand out as the preferred provider by adding the Location Truth Badge to your quotes and RFPs
- ▶ Gain new partner relationships
- ▶ Reduce issues around fallout – including no bids, delivery issues, slowness, and site survey requirements
- ▶ Have your badge appear with the buyers' supplier management systems
- ▶ Promote your commitment to accuracy by including the badge on your website and social media platforms
- ▶ Enjoy joint marketing efforts with Connectbase

Buyer benefits

Make your purchasing decisions with greater confidence by choosing providers who have shown a true commitment to location intelligence accuracy.

- ▶ See the badge and know you are getting verified accurate data
- ▶ Meet new partners and establish preferred suppliers
- ▶ Significantly lower the fallout percentage – including no bids, delivery issues, slowness and site survey requirements
- ▶ Increase your cost and time efficiency by making the right vendor selection first



Visit our [website](#) or [email us](#) to schedule a custom demo.



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