HIDING IN PLAIN SITE:

CONNECTIVITY AS THE BEST POINT OF DIFFERENTIATION AND DRIVER OF CUSTOMER EXPERIENCE FOR SERVICE PROVIDERS

Connectbase

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Optionality of Connectivity Creates Unique Positioning Opportunities Around End-to-End Network Needs of Enterprise Clients

1. Cost Positioning
2. Performance Positioning On Speed
3. Performance Positioning on Latency
4. Resiliency Positioning
5. Security Positioning
6. Quality Positioning
7. Ownership/Control Positioning
8. Cloud/SaaS Peering Positioning
9. Simplicity Positioning
10. Delivery Speed Positioning
11. Scale Positioning
12. Technology Positioning
13. Assurance Positioning
14. Reach Positioning
15. Experience Positioning

- Network Provider Perspectives

- Data Center Perspectives

- Tower Perspectives

- Cloud Perspectives

1. Digitize and Automate It !

2. Shine a Light On It and Make It Clearly Understood Internally, To Partners and To Clients!

3. Educate and Communicate Around It, How and Why!

4. Demonstrate It and Enable It To Be Actioned by Internal, Partner and Clients!

What would you rather have for differentiation, price of your Unified Communications package, features of your unified communications, features and capabilities of your security offering, data center space and power differentiation, cloud storage capabilities?

or

How all of those things are made in combination with your unique network positioning with 1 or more of the 14 ways to position network vs your competitors?

Corporate Overview

Connectbase is a cloud platform building the industry cloud for connectivity, partnering with service providers and digital infrastructure operators to deliver branded marketplaces and the data and tools that transform how connectivity is bought or sold. The platform is built on the industry's largest and most accurate location graph on network with over 2 billion locations updated over 80 billion times a month with insights we call Location Truth.

Vision

Our vision is to build the industry cloud for connectivity, enabling branded marketplaces to transform how connectivity is bought and sold globally, partnering with providers to create growth, value and transformative experiences buying and selling connectivity.

Mission
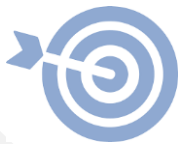
Our mission is to catalog the worlds networks with location insight, connecting each provider globally to enable real time purchase of the optimal connectivity

Connectbase Capabilities

Market Insights Platform : The Connected World is the industry's largest and most accurate data set on the connectivity industry. The platform holds over 2 billion locations with insight on network serviceability, product availability and demand. Insights are layers into the platform with Market Explorer to leverage the search capability with access to location data, demand data and network intelligence, Market Grid to understand demand, share and competitive positioning and our industry leading fiber route and query tools to see over 1000 routes with the ability to isolate, measure distance and latency and check diversity in real time.
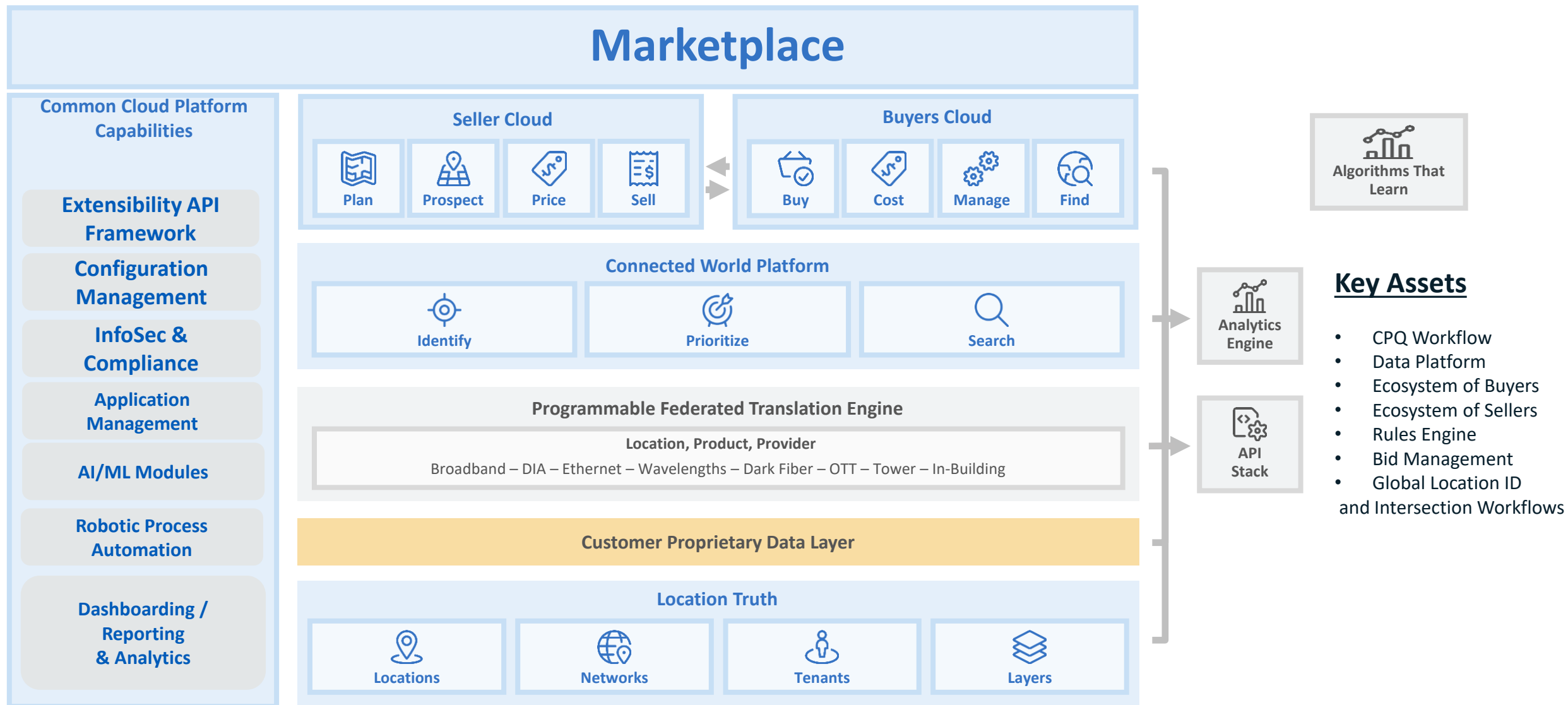

Sellers Cloud : The Sellers Cloud accelerates growth and profitability with industry leading tools to prospect, quote and drive digital orders. Led by our industry leading serviceability management cloud application including OnNet, Near Net and Offnet, Enterprise Profiler and My Accounts to target and understand fit for demand within your reach, and our quoting platform for internal CPQ users, Portal users and our standards based scalable API stack to extend your participation across all channels. Connected Buyers, maximizing participation on APIs and portals, Connectbase has over 150 buyers and master agents to enable without development. The Sellers Cloud has insights embedded at each step to understand your market, activity and analyze optimal outcomes that drive growth.

Supplier Cloud : The Supplier Cloud transforms how connectivity is bought through 4 key integrated applications. Network Intelligence identifies optimal new suppliers across more than 11k profiled globally with insights into what they offer and where. Supplier Management offers a digital toolkit to onboard and manage with APIs, automated workflows and template driven load processes to manage any provider globally with location and product standardization tools to increase quoting and order accuracy. Quoting application digitizes the 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. Ordering application enables real time submission of orders from the quoting engine, combined with ongoing workflow to manage and status orders digitally with industry leading APIs to integrate in the OSS/BSS stack of choice.

Marketplace : The Marketplace enables Connectbase buyers to find sellers and sellers to find buyers driving growth through a match marker service. Clients get access to the global platform and team to accelerate finding new providers to grow with, as well as branding the digital marketplace as their own and inviting partners and clients to find the best connectivity in real time and elevate the connectivity buying experience.

Connectbase, the Industry's Platform for Buying and Selling Network

Connectbase

Marketplace

Common Cloud Platform Capabilities

- Extensibility API Framework
- Configuration Management
- InfoSec & Compliance
- Application Management
- AI/ML Modules
- Robotic Process Automation
- Dashboarding / Reporting & Analytics

Seller Cloud
- Plan
- Prospect
- Price
- Sell

Buyers Cloud
- Buy
- Cost
- Manage
- Find

Connected World Platform
- Identify
- Prioritize
- Search

Programmable Federated Translation Engine

Location, Product, Provider
Broadband – DIA – Ethernet – Wavelengths – Dark Fiber – OTT – Tower – In-Building

Customer Proprietary Data Layer

Location Truth
- Locations
- Networks
- Tenants
- Layers

Algorithms That Learn

Analytics Engine

API Stack

Key Assets

- CPQ Workflow
- Data Platform
- Ecosystem of Buyers
- Ecosystem of Sellers
- Rules Engine
- Bid Management
- Global Location ID and Intersection Workflows