

Delivering APIaaS & SaaS  
Enabled Connectivity Ecosystem  
Industry Leading Industry Cloud  
Empowering MEF LSO Sonata  
APIs to Scale



Global NaaS Event  
By MEF



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**Ben Edmond**

Connectbase, Founder &  
Chief Executive Officer

**Delivering APlaaS & SaaS Enabled  
Connectivity Ecosystem  
Industry Leading Industry Cloud  
Empowering MEF LSO Sonata APIs  
to Scale**

Presented by Ben Edmond

# Who is Connectbase?



## Corporate Overview

Connectbase delivers a SaaS and API enabled industry cloud for buying and selling connectivity, partnering with service providers to deliver branded marketplaces 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 be 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. Our vision will take us to be the preeminent connectivity cloud platform delivering value for clients, team and investors as the best connectivity industry cloud company in the world.



## 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 in Numbers

2015

Founded

170+

Team members in US, Europe, and Asia



\$49M

Capital raised from 6 institutional investors, including Series C led by DigitalBridge



~350

Providers globally in the ecosystem connected via APIs

(inc. LECs, MSOs, broadband providers, MSPs, data centers, hyperscalers, and tower operators)

25M

Opportunities quoted annually across platform

\$16B

Amount of buy side spend managed on platform

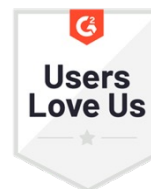
2B

Sites with connectivity profiled at location level



PTC AWARDS 2020

Outstanding Network Intelligence & Management Company



Position #208



# The Problem: Network Buying and Selling Is Broken



## Fragmented Network Supply


11,000+ fixed network operators around the globe






## Fragmented Network Demand




900,000+ multi-site global businesses

**Inaccurate** | Demand and supply Data is not location-specific nor trusted.


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 How do I identify the right buildings to pursue?   Who can serve as a potential network partner for this location?

**Inefficient** | Lack of automation in buying and selling processes.

 How can I generate more quotes to keep up with demand?   How do I manage and keep up-to-date my network partnerships?

**No Transparency** | Lack of APIs, standards, and transparency into supply and pricing.

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 How do I ensure continuous, standardized communication with network partners? 

This broken system is costing the industry \$30B per year.

# Transform Network Buying and Selling



## Fragmented Network Supply

11,000+ fixed network operators around the globe  
23k IP Networks



*Our sales productivity doubled*



*We achieved a 20x ROI in the first year*



## Best-In-Class Location Intelligence



Find your top sales prospects in minutes



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



## Network Buyer & Seller Activity Automation



Generate thousands of quotes in minutes



Centrally manage millions of network partner locations



## Industry Standards



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



## Fragmented Network Demand

900,000+ multi-site global businesses



*We saw a significant increase in MRR*



*Proposal response times went from days to hours*

**1. Location** Matters in the Connected World

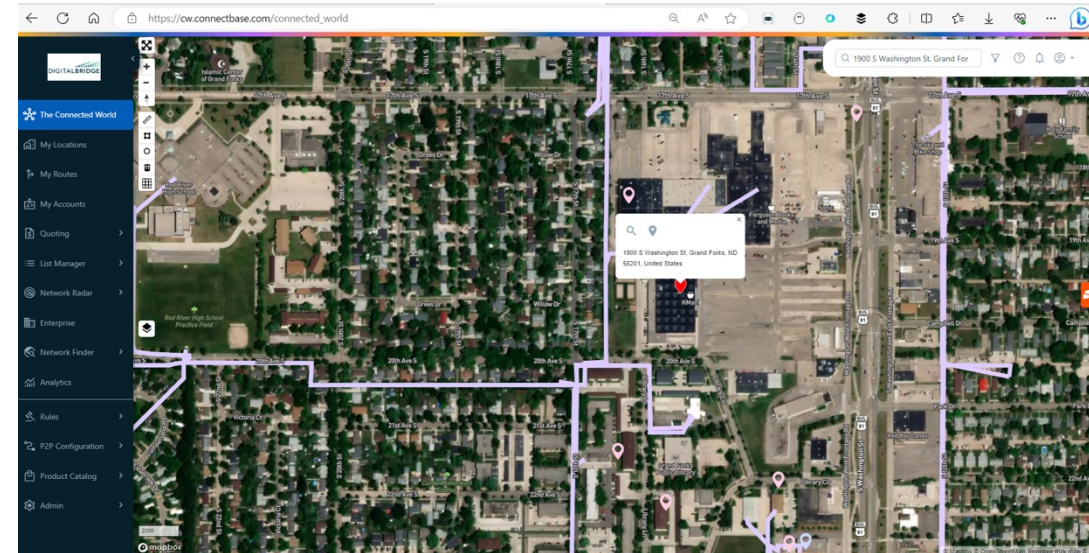
**2. Provisionability** of APIs Over Development of APIs Drives Participation

**3. Ecosystem** Perspectives Scale Our Market

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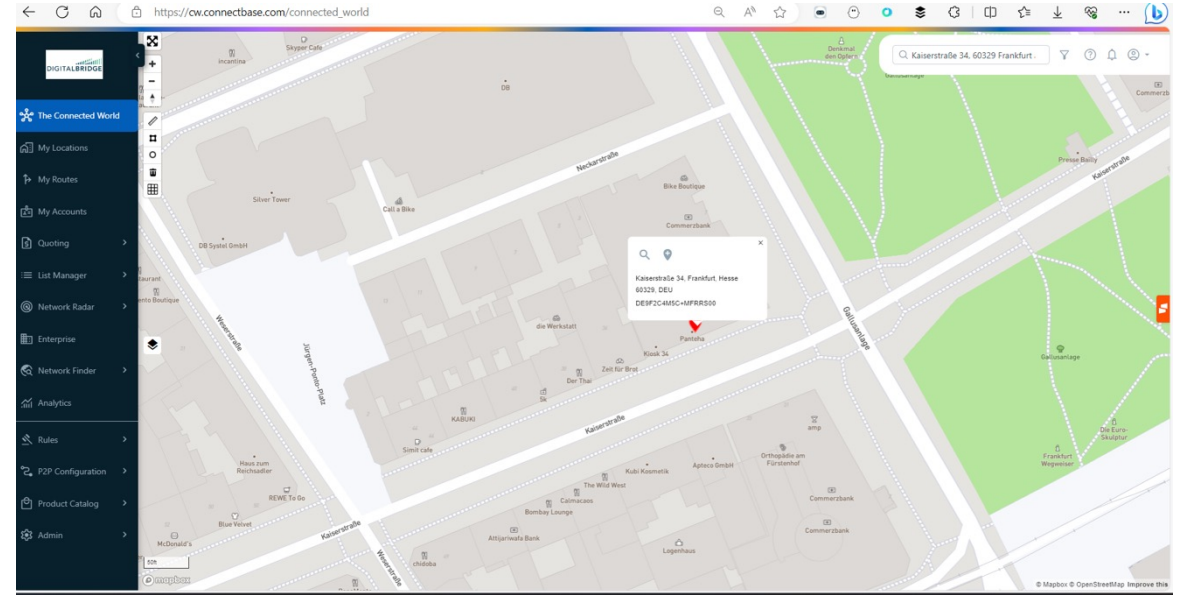
Kaiserstrasse 34, 60329 Frankfurt, Germany

34 Kaiserstrasse, 60329 Frankfurt, Germany

Kaiserstrasse 34, 60329 FFM, Germany

34 Kaiserstrasse, 60329 FFM, Germany

And add in more.....with human error...KaiserstraBe 34, 60329 Frankfurt am Main, Deutschland



## GLID : DE9F2C4M5C+MFRRS00

In take any **variation** + add in **secondary addresses** and **mistakes** and **omissions** like missing postal :

1. Parse
2. Standardize
3. Validate
4. Geocode
5. ID
6. Match/Process

# Provisionability of APIs Over Development of APIs Drives Participation

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## Path 1 : Development

- If it takes the average provider on the buyers' side 30 to 120 days to build to a single MEF LSO API that is a friction to scale.
- If the development is only 25 to 30% of the cost and the IT teams of Buyers and Sellers have to version, curate and maintain, that is a friction to the business case of building.
- If the adoption of standards is subjective to the sellers dev team, then the buyer needs to connect and adapt and increase the team knowledge, documentation, testing and monitoring to deliver a great customer experience, increasing the friction in the business case.

## Path 2 : Provisioning

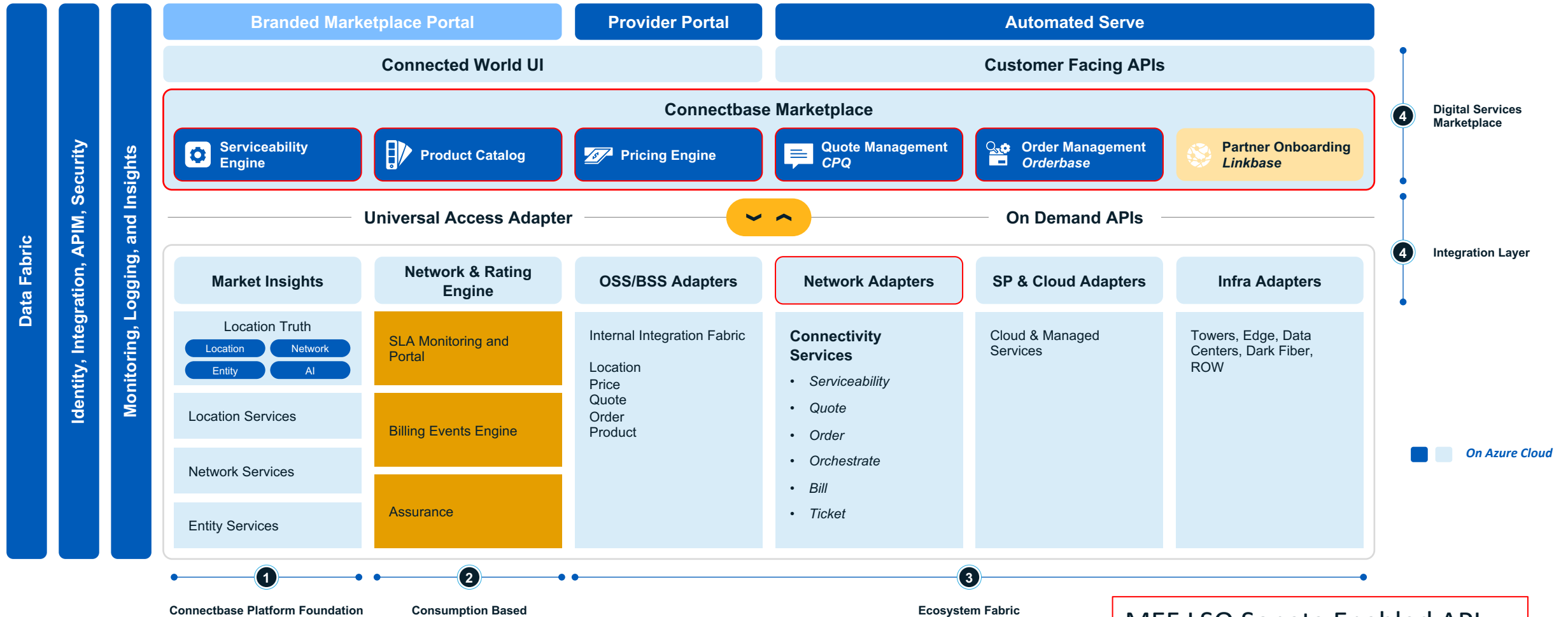
- If we as an industry embrace the concept of connections
  - Predefined building blocks that can be simply connected through provisioning process.
  - Connect once : provision Many
  - Build to interoperate

Learn from Voice industry over past 15 to 20 years, they automate at scale.

## Ecosystem Perspectives Scale Our Market

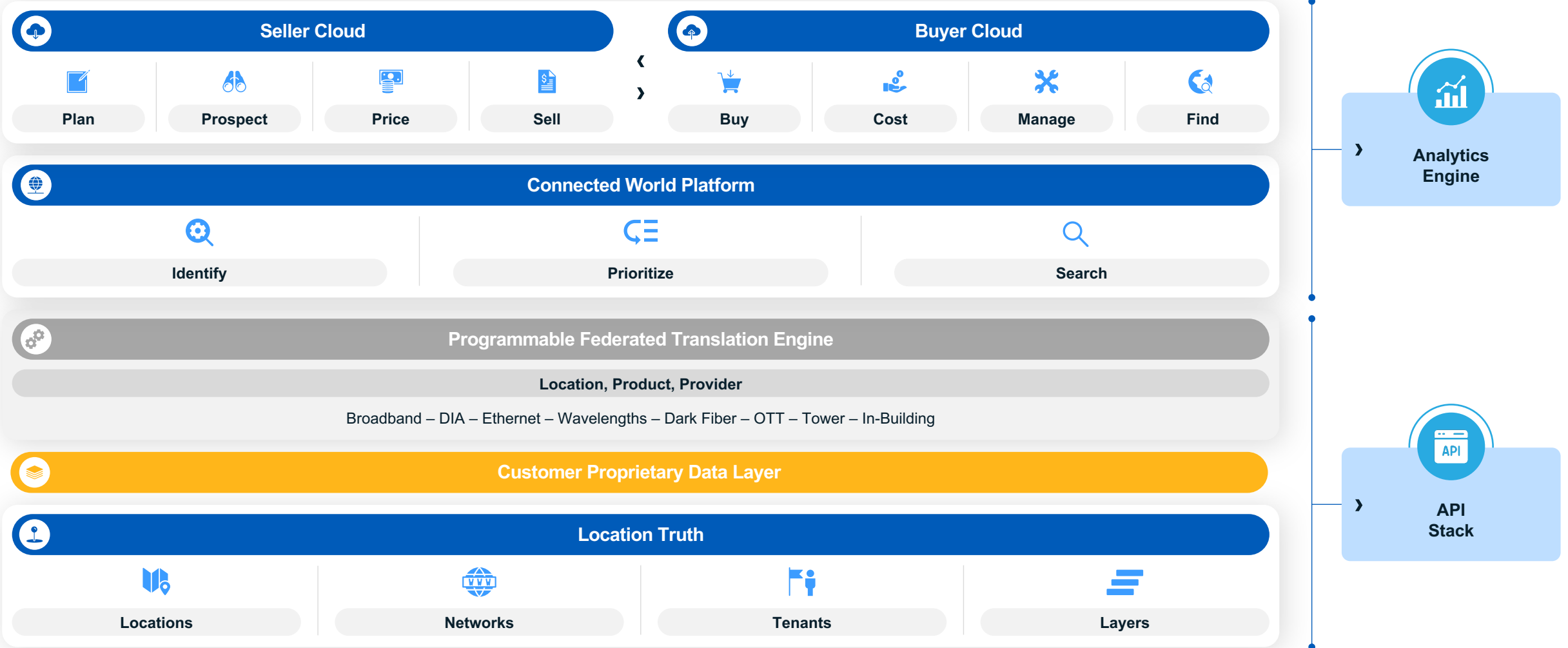
- Traditionally, providers have taken an internal point of view from systems, most pronounced in :
  - Inventory
  - Product Catalog
  - Quoting
  - Ordering
- This perspective misses the reality that the market is critical to function in today's service provider
- How do you take an Ecosystem perspective?
  - Geographic Address Management
    - Global Location ID
    - Global Address Validation Processor
    - Language Support (Japanese to English and English to Japanese)
  - Product Catalog
    - Product Category Mapping
      - DIA, Ethernet, Broadband, Data Center, Managed Services, Voice Services, Mobile, Cloud, ect
  - Quoting
    - Rating , Name, Rules, Products, Deliverables, IDs
  - Ordering
    - Name, Rules, Products, Payload, Deliverables, IDs

# Connectbase Platform Architecture



MEF LSO Sonata Enabled API

# The Connected World Platform





# Network Seller and Buyer Clouds

## Seller Cloud



### Plan

Plan network routes and sale 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



### Buy

Obtain real-time supplier product quotes



### Cost

Configure and store product cost rules in a robust product catalog



### Manage

Manage supplier serviceability in a central location



### Find

Find suppliers to maximize coverage

# Automate Market Selling



Automatically communicate product serviceability and pricing to the market.



Distribute location serviceability, product availability, and pricing to wholesale partners automatically through the platform's **list management workflow** – complete with built-in carrier list formats.



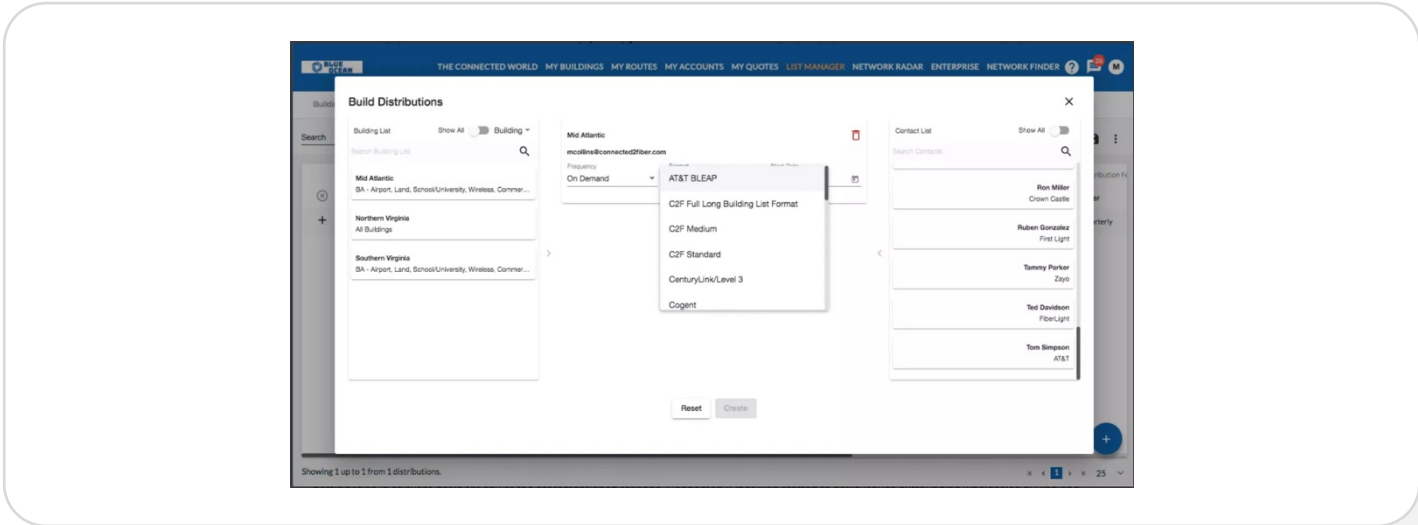
Communicate coverage and pricing to the channel with a **branded web portal** that enables batch querying and information requests.



Utilize Connectbase's **native Configure, Price, Quote (CPQ)** capability that streamlines the quoting process – generating thousands or tens of thousands of quotes in minutes.



Leverage Connectbase's **API stack** to communicate your building serviceability, product availability, and pricing data to trusted ecosystem partners and partner applications in real-time.



*“We used to get an order once every couple of weeks or once a month. We now receive an automated order, on average, daily. We expect that to increase dramatically moving forward.” — Justin Forte, VP of Sales & Marketing at INDATEL*



*“Connectbase offers a number of different options for partners and customers to access FiberLight serviceability, products, and pricing. They are able to self-serve whenever they need information.” — Marc Dyman, Chief Revenue Officer, FiberLight*

# Automate Market Buying



Obtain real-time supplier quotes by location and based on configuration selected.



Determine ideal network partners to work with based on their ability to service a location, product availability, and pricing.



Ensure all partner serviceability, product, and pricing data is up-to-date and immediately accessible.



Connect to dozens of network provider APIs that will provide real-time partner network availability, product, and pricing data at a location level.



Resolve fallout and pricing issues for a quote with automated bid management.

- Communicate with existing and new suppliers on locations of interest and manage the bid response and approval process via the platform.

The screenshot displays the 'Enter Pricing And System Reference Data' interface. At the top, there are navigation tabs: 'Start a new quote or select a previously started quote to edit', 'Set the configuration criteria for your quote', 'Reference Data (Review pricing and enter any system reference data for your quote)', 'Generate your quote based on configuration and pricing data', and 'Review your quote and email to contacts'. Below these is a sub-header 'Enter Pricing And System Reference Data' with a 'Step 3 of 6' indicator. The main area is divided into 'Pricing' and 'System References' sections. The 'Pricing' section includes buttons for 'Components', 'Add New Price', 'Find Alternative Providers', 'Export Pricing', 'Change Price', and 'Resupply margin settings'. A table lists various suppliers and their pricing details. A dropdown menu is open over the table, showing options like 'Lowest MRC Per Address', 'Lowest MRC Per Supplier', 'Lowest MRC Per Quote', and 'Highest Speed Per Address'. The table columns include: Select All, Has Supplier, Address, City, State, Zipcode, Country, MRC, Provider MRC, Margin MRC, NRC, Provider NRC, Margin NRC, Term, Supplier, and Product Name.

Select All	Has Supplier	Address	City	State	Zipcode	Country	MRC	Provider MRC	Margin MRC	NRC	Provider NRC	Margin NRC	Term	Supplier	Product Name
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1100 S Hayes St	Arlington	VA	22202	USA	\$ 1799	\$ 0	100	\$ 2000	\$ 0	100	24	AT&T	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1100 S Hayes St	Arlington	VA	22202	USA	\$ 1899	\$ 0	100	\$ 3000	\$ 0	100	12	AT&T	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1100 S Hayes St	Arlington	VA	22202	USA	\$ 2899	\$ 0	100	\$ 1250	\$ 0	100	24	AT&T	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1100 S Hayes St	Arlington	VA	22202	USA	\$ 2999	\$ 0	100	\$ 2500	\$ 0	100	12	AT&T	Ethernet - Dedicated
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1735 N Lynn St	Arlington	VA	22209	USA	\$ 1799	\$ 0	100	\$ 2000	\$ 0	100	24	AT&T	Ethernet - Switched
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1735 N Lynn St	Arlington	VA	22209	USA	\$ 1899	\$ 0	100	\$ 3000	\$ 0	100	12	AT&T	Ethernet - Switched
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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2003 International Dr	McLean	VA	22102	USA	\$ 1899	\$ 0	100	\$ 3000	\$ 0	100	12	AT&T	Ethernet - Switched
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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2200 Clarendon Blvd	Arlington	VA	22201	USA	\$ 1899	\$ 0	100	\$ 3000	\$ 0	100	12	AT&T	Ethernet - Switched

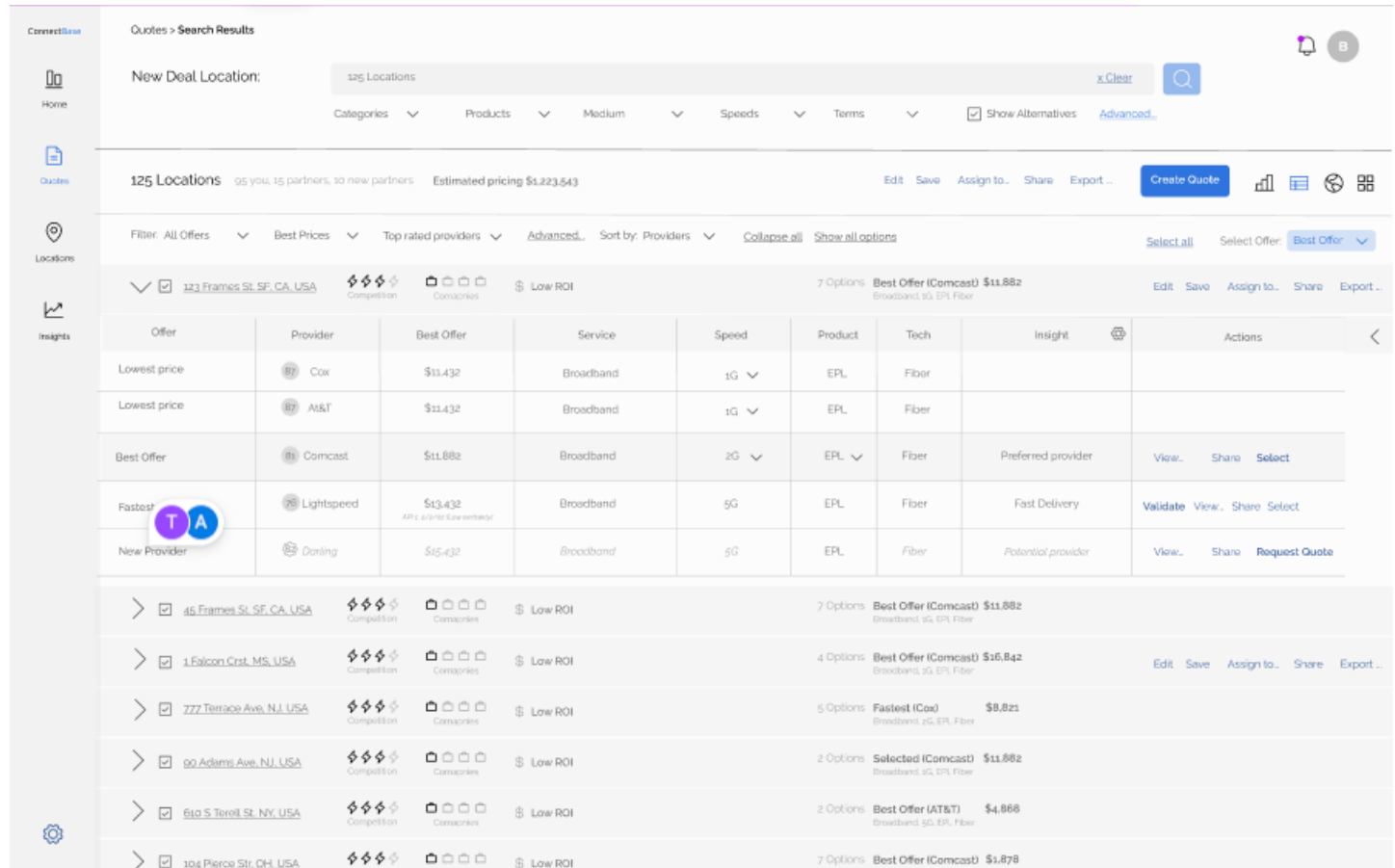


*“The process to obtain cost information from Type 2 partners was streamlined to improve turn around time and costing efficiencies. Overall, the platform enabled us to get quotes to our customers in hours and minutes instead of days.” — Kevin Murray, Sr. Product Manager, Crown Castle*



# Creating and Participating In Branded Marketplaces

- Leverage Connected Ecosystem of more than 300 Providers
- Enable Real Time Buying of Connectivity branded by Data Centers, Hyperscalers, and Service Providers
- Marketplace owners gain intent intelligence and reduce friction in connectivity procurement for their enterprise clients
- Sellers Connected to Ecosystem Gain Ability to Selectively Participate in Demand
- Connectbase provides Platform Engineering and End to End SLAs



Connectbase Quotes > Search Results

New Deal Location: 125 Locations x Clear Search

Categories Products Medium Speeds Terms  Show Alternatives [Advanced...](#)

125 Locations 95 you, 15 partners, 10 new partners Estimated pricing \$1,223,543 Edit Save Assign to... Share Export... Create Quote

Filter: All Offers Best Prices Top rated providers [Advanced...](#) Sort by: Providers [Collapse all](#) [Show all options](#) Select all Select Offer Best Offer

Offer	Provider	Best Offer	Service	Speed	Product	Tech	Insight	Actions
Lowest price	Cox	\$11,432	Broadband	1G	EPL	Fiber		
Lowest price	AT&T	\$11,432	Broadband	1G	EPL	Fiber		
Best Offer	Comcast	\$11,882	Broadband	2G	EPL	Fiber	Preferred provider	<a href="#">View...</a> <a href="#">Share</a> <a href="#">Select</a>
Fastest	Lightspeed	\$13,432	Broadband	5G	EPL	Fiber	Fast Delivery	<a href="#">Validate</a> <a href="#">View...</a> <a href="#">Share</a> <a href="#">Select</a>
New Provider	Daring	\$15,432	Broadband	5G	EPL	Fiber	Potential provider	<a href="#">View...</a> <a href="#">Share</a> <a href="#">Request Quote</a>

123 Frames St, SF, CA, USA Competition Comcast Low ROI 7 Options Best Offer (Comcast) \$11,882 Broadband, 2G, EP, Fiber Edit Save Assign to... Share Export...

45 Frames St, SF, CA, USA Competition Comcast Low ROI 7 Options Best Offer (Comcast) \$11,882 Broadband, 2G, EP, Fiber

1 Falcon Crst, MS, USA Competition Comcast Low ROI 4 Options Best Offer (Comcast) \$15,842 Broadband, 2G, EP, Fiber Edit Save Assign to... Share Export...

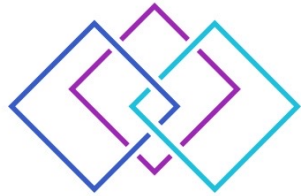
777 Terrace Ave, NJ, USA Competition Comcast Low ROI 5 Options Fastest (Cox) \$8,821 Broadband, 2G, EP, Fiber

90 Adams Ave, NJ, USA Competition Comcast Low ROI 2 Options Selected (Comcast) \$11,882 Broadband, 2G, EP, Fiber

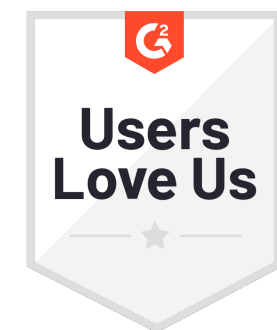
610 S Terrell St, NY, USA Competition Comcast Low ROI 2 Options Best Offer (AT&T) \$4,868 Broadband, 2G, EP, Fiber

104 Pierce Str, OH, USA Competition Comcast Low ROI 7 Options Best Offer (Comcast) \$1,878

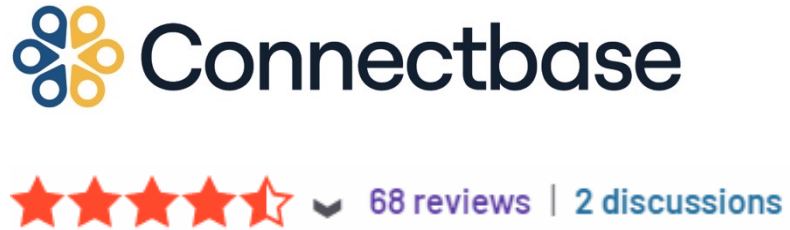
# Check Out Our Awards and Associations



PTC AWARDS 2020



# Check Out Our Product Reviews



Click [here](#) to read more customer reviews on G2

**Sarah M**  
Carrier Sales Manager  
Small-Business (11-50 employees)

Validated Reviewer ✓ Verified Current User ✓ Review source: Organic

★★★★★ Feb 07, 2020

**"Connected2Fiber Easy to Use Platform that saves time & effort and generates business."**

**What do you like best?**  
Connected2Fiber has become such an incredibly useful tool and a time saver. I am able to load contacts directly into the platform and pick the format that fits each specific carrier, so they are able to quickly consume the data. I've seen an uptick in estimate requests as well as auto orders since we integrated our on-net and near-net lists into the platform. Also, our Customer Success Manager schedules a monthly call to go over any updates and or concerns to make sure we are utilizing the platform to the fullest.

**What do you dislike?**  
There has been no downside actually. It just keeps getting better.

Show More ▾

Helpful? Add Comment Share

**Justin F**  
Vice President of Sales  
Small-Business (2-10 employees)

Validated Reviewer ✓ Verified Current User ✓ Review source: Organic

★★★★★ Dec 16, 2019

**"Game changer for our organization!"**

**What do you like best?**  
The team that they have assembled is top notch. Very responsive and always available. The software, specifically, building list manager has tremendously helped us manage our inventory!

**What do you dislike?**  
Dislike is a strong word; I am excited about the new enhancements to the User Interface that may make it more intuitive for new users as our organization grows. Although, they do a tremendous job training.

Show More ▾

Helpful? Add Comment Share

**AT**  
Administrator in Telecommunications  
Mid-Market (501-1000 employees)

Validated Reviewer ✓ Verified Current User ✓ Review source: Organic

★★★★★ Dec 05, 2019

**"Great Productivity Tool"**

**What do you like best?**  
The building list management part of the application.

**What do you dislike?**  
I have no dislikes regarding the tool. the folks at C2F are constantly improving the tool and adding enhancements.

Show More ▾

Helpful? Add Comment Share



Connectbase



Global NaaS Event  
By MEF