

# Connectbase Buyer Cloud

Find, Manage, Cost, Buy

Requirements for most network connectivity service provider opportunities reach beyond a single operator’s own serviceable locations. Therefore, network service providers, managed service providers, and data center operators often must identify, manage, cost, and buy bandwidth services from partners to meet all of an end customer’s connectivity requirements.

Connectbase’s The Connected World provides provides an ecosystem of connectivity buyers and sellers and transforms how connectivity is sold and bought. Specifically, the Connectbase Buyer Cloud foundational subscription enables and automates four key capabilities: sourcing or finding connectivity options, managing partner suppliers and their connectivity services, obtaining supplier cost information, and ultimately, the ability to place an order and buy from partner providers.



Leveraging Connectbase comprehensive location insights helps you better understand market opportunities, easily and more rapidly respond to customer RFPs, monitor activity, and analyze optimal outcomes that drive growth.

**The Connectbase Buyer Cloud accelerates and automates:**

- ▶ Finding the right connectivity partners by location
- ▶ Centrally managing partner network coverage
- ▶ Optimizing and storing product costing rules
- ▶ Obtaining real-time supplier quotes
- ▶ Ordering and market buying

API integrations with hundreds of network providers keep location and connectivity serviceability information up to date on a continuous basis. After inputting addresses, including ability to bulk-upload an address list, and a few attributes including the types of services and bandwidth required for each location, the intuitive Connectbase user interface presents deep location and network insight including:

- Different service providers and connectivity options, both on-net and near-net, available at each location
- Pricing information for all service providers with established relationships
- Tenancy details

### Network Intelligence

Connectbase Network Intelligence informs network operators which service providers and connectivity services are located within their on-net and near-net building locations. These insights help service providers develop and quote competitive bids. Connectbase Buyer Cloud automates the quotation process, substantially decreasing the time to create a quotation while minimizing human errors.

### Supplier Management

Supplier Management enables network providers to organize and manage their suppliers and their building lists in a centralized location. It helps providers speed up the process of responding to serviceability requests and makes it easier to add the right partners. With Supplier Management, network providers can stay current with On net and Near net connectivity offerings from partners through automated building lists. In addition, it helps identify new network partners based on location data and needs.

### CPQ Workflow Engine

The optional Connectbase Configure, Price, Quote (CPQ) workflow engine enables you to easily obtain real-time supplier quotes by location and based on configuration selected. The quoting application digitizes and automates “one-to-many” quote requests across multiple suppliers, enabling you to respond to customer RFPs in hours, not weeks. Faster responsiveness provides superior customer service, ultimately increasing win rates and profitability. In addition, you are able to resolve fallout and pricing issues for a quote with automated bid management.

The Connectbase platform enables real-time submission of orders from the quoting engine. It can process orders and update their status digitally via APIs, and the CPQ engine easily integrates with existing OSS/BSS applications.

“ We had some partners that had very large building lists that would take weeks to get addresses validated. Connectbase is doing this in days.”

*Julie Dillenbeck,  
VP of Carrier Relations,  
Unitas Global*

## Connectbase Buyer Cloud Accelerates Business

A key enabler of the Buyer Cloud is Connectbase Location Truth. Location Truth provides deep, accurate location details. Insights include latitude and longitude, building footprint, tenants, network connectivity options, pricing, and much more for more than two billion locations.

Compared to previous manual connectivity sourcing, quoting, and buying, Connectbase Buyer Cloud:

- Easily identifies new connectivity partners to expand business opportunities
- Improves connectivity pricing accuracy to maximize profit
- Accelerates RFP response times enhance customer satisfaction
- Automates ordering and market buying to increase sales efficiency

“ The process to obtain cost information from Type 2 partners was streamlined to improve turnaround 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*

**Connectbase Buyer Cloud improves responsiveness, customer experience, and efficiency**

**Call or visit our website and schedule a custom demo to learn how Connectbase can accelerate and transform the way you purchase network connectivity services.**



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