CONNECTBASE FAQ – 2025

ABOUT CONNECTBASE

Connectbase is the leading global ecosystem for buying and selling connectivity. Our platform, *The Connected World*, enables automated, location-intelligent connectivity transactions between network operators, managed service providers (MSPs), data centers, hyperscalers, and channel partners.

WHAT MAKES CONNECTBASE DIFFERENT?

We provide the industry's most comprehensive location-based intelligence, with over **2.7 billion profiled locations across 150+ countries**. Through automation, real-time APIs, and precision data, Connectbase reduces quote fallout, improves serviceability, streamlines workflows, and transforms how companies scale connectivity services.

WHAT IS YOUR LONG-TERM VISION?

To become the global vertical platform for connected commerce, enabling service providers to unlock **$100 billion+** in market opportunity by transforming how the world connects, transacts, and innovates.

WHO WE SERVE

WHICH TYPES OF COMPANIES USE CONNECTBASE?

Connectbase serves a global customer base of over **400+ network providers**, including:

- Tier 1 & Tier 2 Network Operators
- Managed Service Providers (MSPs)
- Data Center Operators
- Hyperscalers
- Channel Partners
- Enterprises and Towers

IS CONNECTBASE A BUYER PLATFORM, A SELLER PLATFORM, OR BOTH?

Both. Our dual-sided ecosystem empowers:

- **Buyers** to discover, evaluate, quote, and order off-net services with ease.
- **Sellers** to advertise their network, automate responses, manage availability, and grow revenue.

CORE SOLUTIONS & MODULES

WHAT IS THE CONNECTED WORLD (TCW)?

TCW is our quoting and transaction automation platform. It connects buyers and sellers to automate serviceability checks, pricing, and deal flow based on real-time location data and partner rules.

WHAT IS SELLERS CLOUD?

Sellers Cloud enables providers to advertise their network footprint and automate quote responses to drive global visibility and revenue.

WHAT IS BUYERS CLOUD?

Buyers Cloud helps providers manage supplier relationships, automate off-net service buying, and centralize contract workflows for faster quote-to-order execution.

WHAT IS CIRCUIT INVENTORY MANAGER (CIM)?

CIM is a centralized platform for managing network infrastructure—circuits, racks, panels, cables, and equipment. It replaces spreadsheets and integrates with OSS/provisioning systems for real-time, error-free asset visibility.

WHAT IS THE TAM SOLUTION?

Our **Total Addressable Market (TAM)** module delivers geographic and competitive intelligence. It helps customers identify underserved areas, prioritize buildouts, and evaluate acquisition targets using KMZ visualizations and building-level insights.

PLATFORM CAPABILITIES

HOW DOES QUOTING AUTOMATION WORK?

Buyers can submit single or bulk RFQs and receive real-time or guided pricing from sellers based on configurable rules. Sellers can manage pricing logic and workflows, reducing manual touches by **60–80%**.

DO YOU SUPPORT INTEGRATIONS?

Yes. Connectbase provides **open APIs** that integrate into CRM, inventory, quoting, and provisioning systems, enabling real-time workflows and custom applications.

CAN WE WHITE-LABEL CONNECTBASE?

Yes. We offer white-label capabilities for providers looking to embed quoting and inventory workflows into branded portals or reseller platforms.

DO YOU SUPPORT GLOBAL CONNECTIVITY?

Yes. We support transactions across **150+ countries**, and our location data spans **2.7 billion+ buildings** for unmatched global serviceability.

VALUE & OUTCOMES

HOW DOES CONNECTBASE INCREASE REVENUE?

By exposing sellers to more qualified buyers, improving quote response times, and enabling strategic TAM targeting, customers unlock new revenue streams, win more deals, and reduce churn.

HOW DOES CONNECTBASE REDUCE COSTS?

Our automation cuts manual quoting labor by up to 80%, improves operational efficiency, and reduces costly errors caused by bad data or inefficient workflows.

WHAT KIND OF ROI DO CUSTOMERS SEE?

Customers have reported:

- **70% faster quote cycles**
- **35% higher close rates**
- **Millions in unlocked revenue**
- **Significant reductions in provisioning and audit overhead**

INNOVATION & SECURITY

HOW IS CONNECTBASE INVESTING IN INNOVATION?

We're advancing the platform through:

- **AI-driven quoting**
- **Dynamic pricing**
- **Advanced analytics & benchmarking**
- **Expanded ecosystem integrations**

IS CONNECTBASE SECURE?

Yes. We provide enterprise-grade security with:

- Role-based access control
- Data encryption (in transit and at rest)
- Audit logging
- API key and credential governance

GETTING STARTED

HOW LONG DOES ONBOARDING TAKE?

Most customers are live within **4–6 weeks**, with tailored onboarding support for integrations, data loading, and workflow setup.

HOW DO I JOIN THE PLATFORM?

Contact our team to get started as a buyer, seller, or ecosystem partner. We'll align on your goals and guide you through a seamless onboarding process that unlocks value from day one.

Connectbase is not just a platform—it's a movement, reshaping how the world connects.