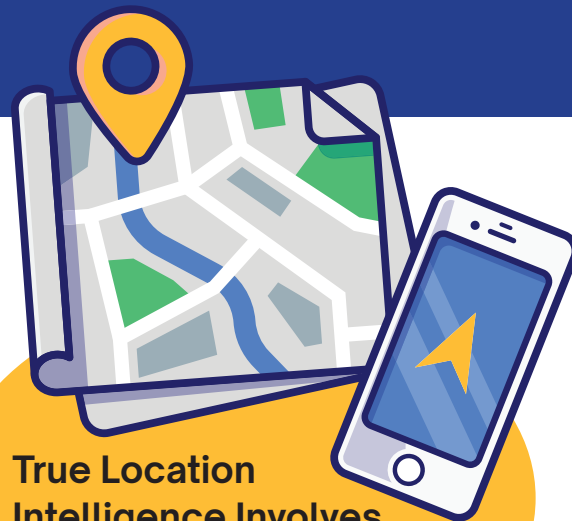


Location Truth: The Foundation of the Connectivity Marketplace

Successful buying and selling of connectivity requires deep location insights

Whether it's for a single location or a large block of addresses, connectivity buyers and sellers can't transact without understanding all the critical data points that need to be considered.

The Connectbase platform is built on a foundation of Location Truth. With the deep insights we provide, you are able to understand the where, what, who and how much.



True Location Intelligence Involves
Multiple Factors

LOCATION
RELATIONSHIP

TENANCY

COMPETITIVE
INTENSITY

PRODUCT
OFFERING

PRODUCT
COST/PRICE

SPECIAL
CONSTRUCTION

 **Connectbase**

AT CONNECTBASE, EVERY CONNECTIVITY TRANSACTION BEGINS WITH THESE 3 CRITICAL STEPS:

Validation

Confirmation that the list of addresses aligns with local standards

Conformity

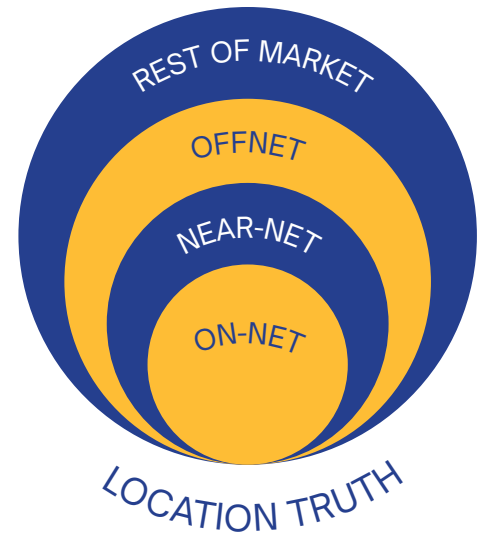
Converting all addresses to a singular format, allowing for easy consumption across the industry – no matter how irregular the source list is when it's entered

Attribution

Relevant pieces of information that allow demand and supply to come together and conduct business, including street address, building footprint, parcel, category, and global ID

Once conformity, validation and attribution are complete, Connectbase delivers the most comprehensive location intelligence in the industry – all within one platform:

- ▶ **Location Relationship:** Who services the address or addresses of interest (LEC, MSO, WISP, Broadband) and are they on-net or near-net?
- ▶ **Product Offering:** What specific services are available – DIA, Ethernet, Broadband – at what speeds and terms?
- ▶ **Product Cost/Price:** With specificity at the building level, what is the rate for each service?
- ▶ **Tenancy:** Who occupies the building, what services do they buy and in what quantities, what is their estimated monthly telco spend, are they part of a larger entity or network, what is their website?
- ▶ **Install Interval:** How long will it take to have the circuit available for use?
- ▶ **Special Construction:** If location is not on-net, what cost factors need to be included to expand or build new network?
- ▶ **Competitive Intensity:** How many competitors are on-net or near-net? What are the specifics about each building that could impact Dynamic Pricing?



Why is all this important? Just like you need a strong foundation to build a home that will last, you need a strong foundation as a base for your connectivity buying and selling decisions. Location Truth is the foundation that provides a complete picture of the intersection of networks, buildings, and tenants in one centralized repository to help you digitally transact.

Contact your Connectbase representative today to learn more about the industry's leading location truth resource. Or call 1+ 508.202.1807.



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