

The Industry Cloud for Connectivity

One Platform For Your Go-To-Market Needs

Connected2Fiber is the cloud platform for connectivity that provides global ICT providers with the insight and applications needed to scale growth in 2020. Providers looking to grow their network reach, sales revenue, and partner revenue globally are able to use The Connected World Platform to search for, discover, and take action on insights about commercial locations and potential partners anywhere in the world. Identify and act on everything from the network serviceability of individual buildings in Africa or Canada to the network reach of providers like Airtel or Zayo.

The Connected World's cloud service is designed to grow with your business. Our core capabilities ensure that you maximize deal participation, prospect ideal targets, and optimize your pricing processes to the "last mile" anywhere in the world.

Drive revenue growth with location insight and applications to automate go-to-market processes



Participation

Network Sellers and Buyers need to communicate quickly and clearly about network reach to piece together and win deals. "Swivel chairing" between systems or manually cleaning and sending spreadsheets no longer works.

Connected2Fiber provides 4 key mission critical functions that drive increased deal participation globally for Sellers and Buyers:

- **C2F Global Unique ID** – Physical locations are enriched with structured addresses, coordinates and a C2F Unique ID
- **C2F Publishing Platform** – Service providers can automatically push their network reach to the market and even embed product & pricing information into a configurable system
- **C2F Availability API** – Control what network locations you share, who you share it with and gain real time intelligence on the demand requests
- **C2F Network Radar** – With over 2100 active users, network buyers can manage their partner network reach, identify gaps in coverage and discover new partner networks to maximize deal participation



Targeting

Real-time intelligence on a commercial location's network and tenants allows users to best prospect an account and identify potential partnerships.

In a single system, The Connected World tracks networks and tenants globally then accurately associates them with individual commercial locations. For a single commercial site, the platform can identify the:

- **Networks servicing the location** (whether telephone, cable, fiber, or other operator) and which networks are nearby
- **Tenants that are in that building** (in addition to a profile on them)

Using Connected2Fiber's application stack, users can gain a deeper level of visibility into a series of locations, including:

- **C2F Enterprise Profiler**- Identify intersections between prospect locations and existing network reach to better qualify a deal
- **C2F Market Explorer** – Gain network and tenant insight across a broad geographic area of locations – including identification of network routes, data centers, towers and global enterprise HQs



Pricing

Most pricing processes are too manual—negatively affecting turnaround time for deals, win rates, and profit margins.

Connected2Fiber can help users automate the pricing and quoting process by:

- **Systematically tracking on-net, near-net and off-net partner pricing in a central product catalog with a dimensional rules engine** to assign terms and discounts on the standard pricing and cost
- **Automating the process of consuming pricing in a real-time bid management tool** that allows for the bulk import of locations for RFP processing, provides deal management in a workflow with full audit trail, and has the ability to attach network designs, cost files and specifications. Moreover, the system enables full user permissions and role approval settings with reporting and real-time notifications

The Connected2Fiber Advantage

Built for The Connectivity Industry

Connected2Fiber has been designed from the ground up with the nuances of the connectivity industry in mind to help connectivity-dependent organizations drive growth.

Location-Specific Mindset

Our location record is a single, global unique ID that includes all key attributes of a physical address (including geocode, networks servicing and in proximity, tenants, category of site, property relationship, connectivity products being delivered and prices of each). The C2F Global Unique ID automatically identifies locations and conforms IDs to entire buildings and towers while gridding the right of way to ensure customers can easily find their location of interest.

Unparalleled Visibility Into Global Networks

Connected2Fiber actively manages a unique intelligence stream of over 8,000 networks globally, using the network itself as a key tool to automatically scan and update presence information while enabling providers to curate reach directly within The Connected World.

Instantly Connect With Leading Connectivity and Cloud Providers

Connected2Fiber's growing ecosystem is being leveraged by thousands of network professionals to find the right network partner at each location. Service providers, carriers, cloud providers and application service providers are leveraging Connected2Fiber's unique location search to enhance their ability to be found and actively manage relationships with partners through both the platform and APIs into the world's largest providers' internal systems.

Guaranteed Performance

C2F guarantees the highest level of performance of our cloud stack with stringent, end-to-end service level agreements (SLAs), including privacy and data security. Our team closely monitors our distributed cloud platform and proactively scales capacity to meet our clients' evolving needs, processing over 1 billion searches for location in 2018 alone.

Streamlined Service Experience

Connected2Fiber is committed to service excellence and maximizing the return on investment for each client. We offer dedicated services around customer success, market expertise, machine learning and our own proprietary data feeds, while integrating with our clients via APIs.



Key Features

Global, trusted coverage of networks and tenants by location

Global Location Intelligence

- Unique ID for every location globally, understanding jurisdiction, buildings, towers and right of way with authority
- Over 500,000,000 unique locations actively tracked globally to provide unmatched perspective on the market
- Access over 100,000,000 global entities tracked and enabled to identify key enterprise locations, data centers, and more

Built-in intelligence of over 8,000 networks globally

One integrated platform to easily manage and communicate total network reach – whether On-Net, Near-Net, or Off-Net (Partner Networks)

Flexible, easy-to-use, and scalable pricing application to maximize win rates and profit margins

Robust SLAs

- Availability: 99.99%
- Dedicated Customer Success
- API stack to extend to key systems such as CRM, Inventory, NMS or Provisioning

Contact Us

For more information, visit connected2fiber.com or call Americas +1 508 202 1807