Automation:

Efficiency Within the ConnectBase Ecosystem

Up Next:

Cybersecurity – Data Breach Case Studies and Analysis

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HOSTED BY: IRIS NETWORKS

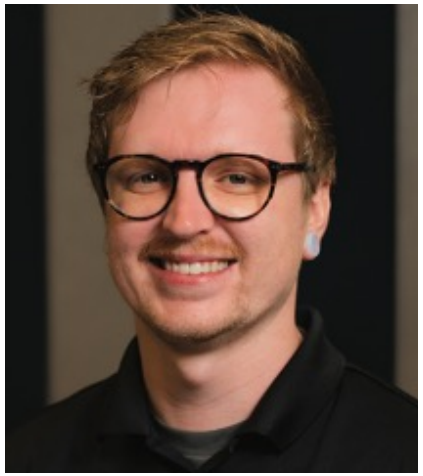
INDATEL's ConnectBase User Group Roundtable

Last Meeting 4.17.2024

ConnectBase/Salesforce API

Completed November 17th, 2023

Efficiency Within the ConnectBase Ecosystem



Lance Popp
Data Systems Specialist
INDATEL Services

Brian Duffner
VP Connectivity Solutions
Aureon

Barry Reynolds
Director – Business Enablement
INDATEL Services

Ben Weaver
Director of Carrier Solutions
Syringa Networks

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Brian Duffner
VP Connectivity Solutions
Aureon

Questions for Brian?

Why are we still talking about this?

More and more buyers are automating

The biggest fallout is coming from our ownership's rural areas

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AUREON®

ConnectBase & The Connected World

Properly showing your fiber:
Load your owned fiber, IRU fiber, and owners' files in different KMZs
Color code appropriately

Properly showing your buildings:
Work with ConnectBase to load your existing On-net buildings
On-Net/Connected
On-Net-Limited Access/Connected
On-Net/In Progress

Properly showing your owners' buildings:
Owners have their own instance & they subquote
Owners have subscription that only does Near-Net and shares with you

INDATEL Member must have CPQ
Publish directly into the building list
Use either a custom pricing zone or a custom field to notate which owner

Best Practices:

- Pricing Zones: Simpler is Better!
- On-Net MRC/NRC & Near-Net MRC/NRC
- 2-3 Tiers by Zip Code
- If you have CPQ and do Subquoting, all you need to do is add margin percentage or dollar amount

Use ROW Distance vs Line of Sight

Base the start of your distance off of your access points vs your fiber
Use existing splice points and slack locations you are comfortable splicing into

Use OSP data to develop cost zones
Create a KMZ or shape file if possible

Near Net Methodology:

Determine your CapEx risk

Determine your build distance based off your cost zones

Determine your exclusion list

- **Railroads**
- **Rivers**
- **Creeks**
- **Markets you can't build in**

CSM Calls

Weekly until your instance is up-and-running like you want it

At least monthly

Don’t be afraid to ask questions or make complaints

Keeping your buildings updated

Aureon’s cadence

Buildings API

Buyers lose trust when you NO BID or rebid a site that is on your OnNet/NearNet list

Start with a risk you are comfortable with and grow

Barry Reynolds
Director – Business Enablement
INDATEL Services

Questions for Barry?

INDATEL – ConnectBase History

2020 Develop connections and using basic Configure Price Quote (CPQ)

2021 Identifying SWC CLLI areas and established geography based pricing with a 5 tier rate card

2022 Continue to add members and suppliers and enhancing building lists, rate cards, etc

2023 Established ConnectBase/ SalesForce API & Migrated Building List management and customer distribution to ConnectBase

2024 Established stand-alone Federal prospecting instance

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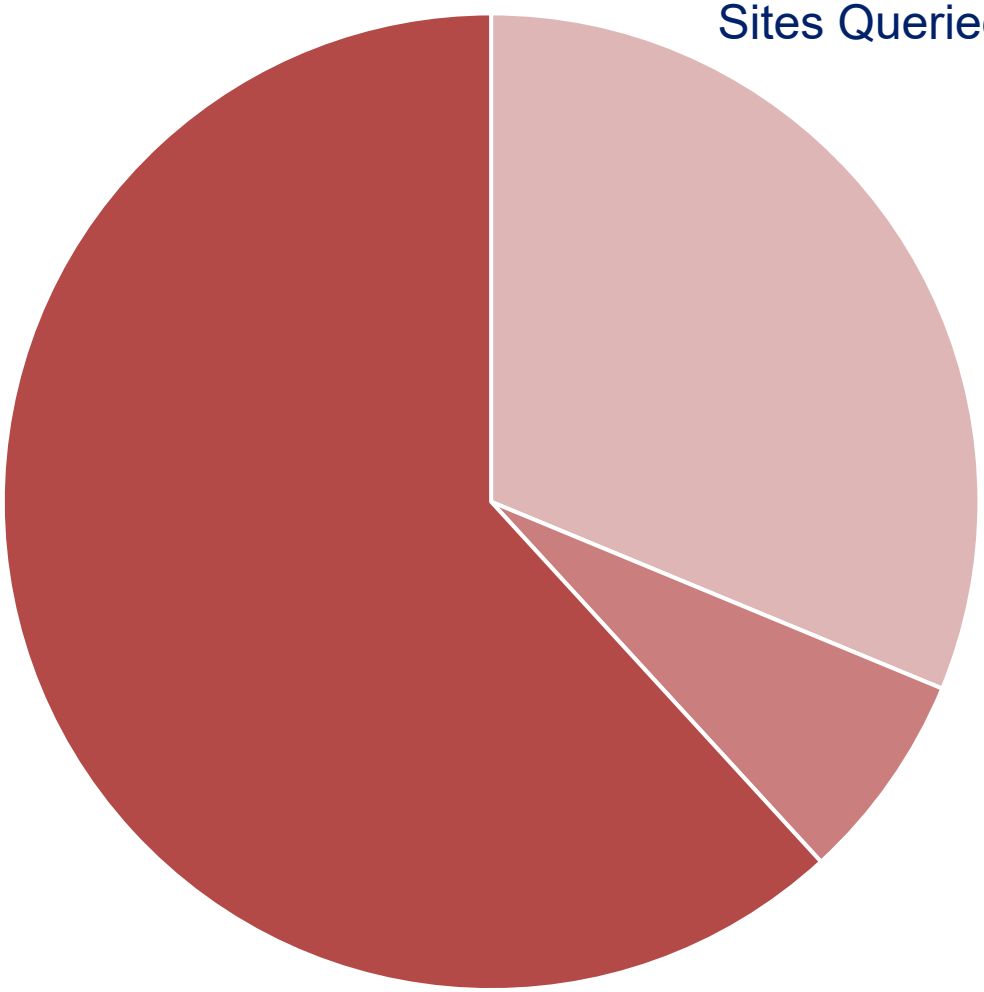
Quote Volume by Sites 2024

Sites Queried this year: ~144,000



93% queried in ConnectBase

ConnectBase queries were 33% successful

INDATEL's manual quote volume accounts for only 7%

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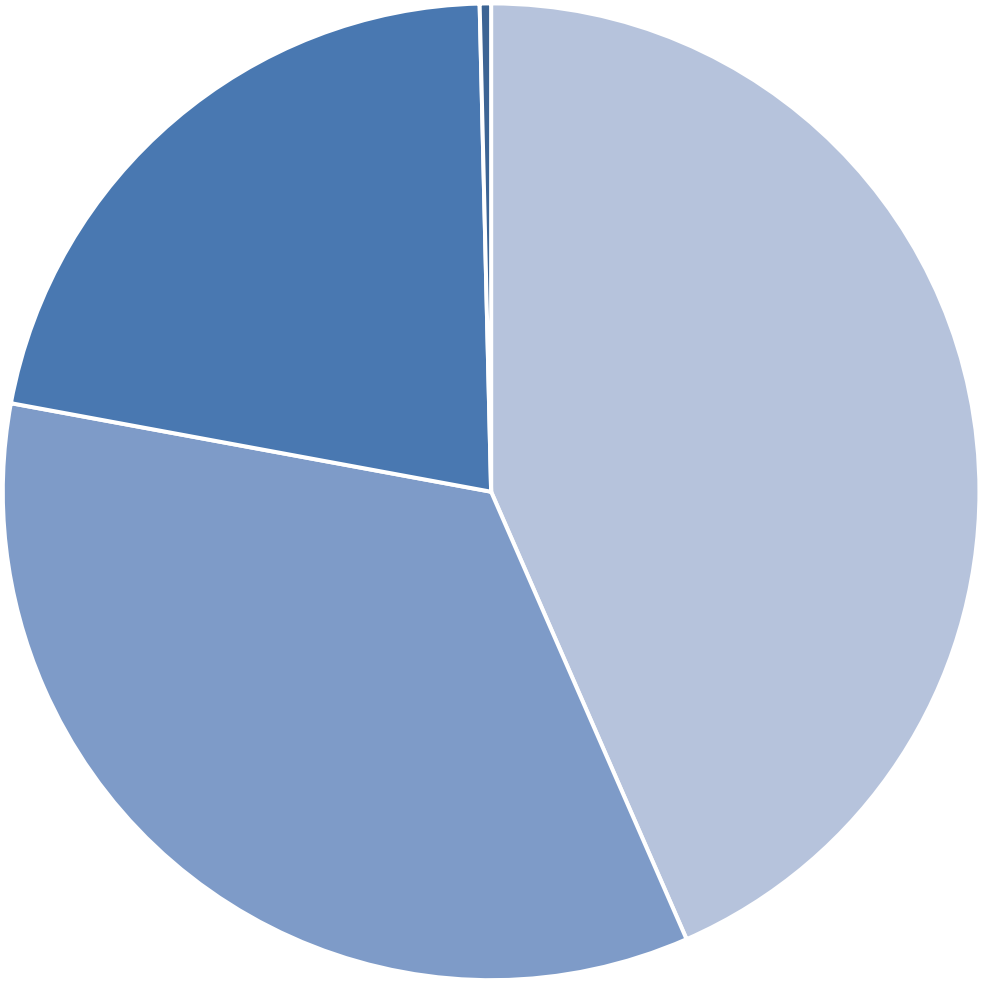
Services Quoted in 2024



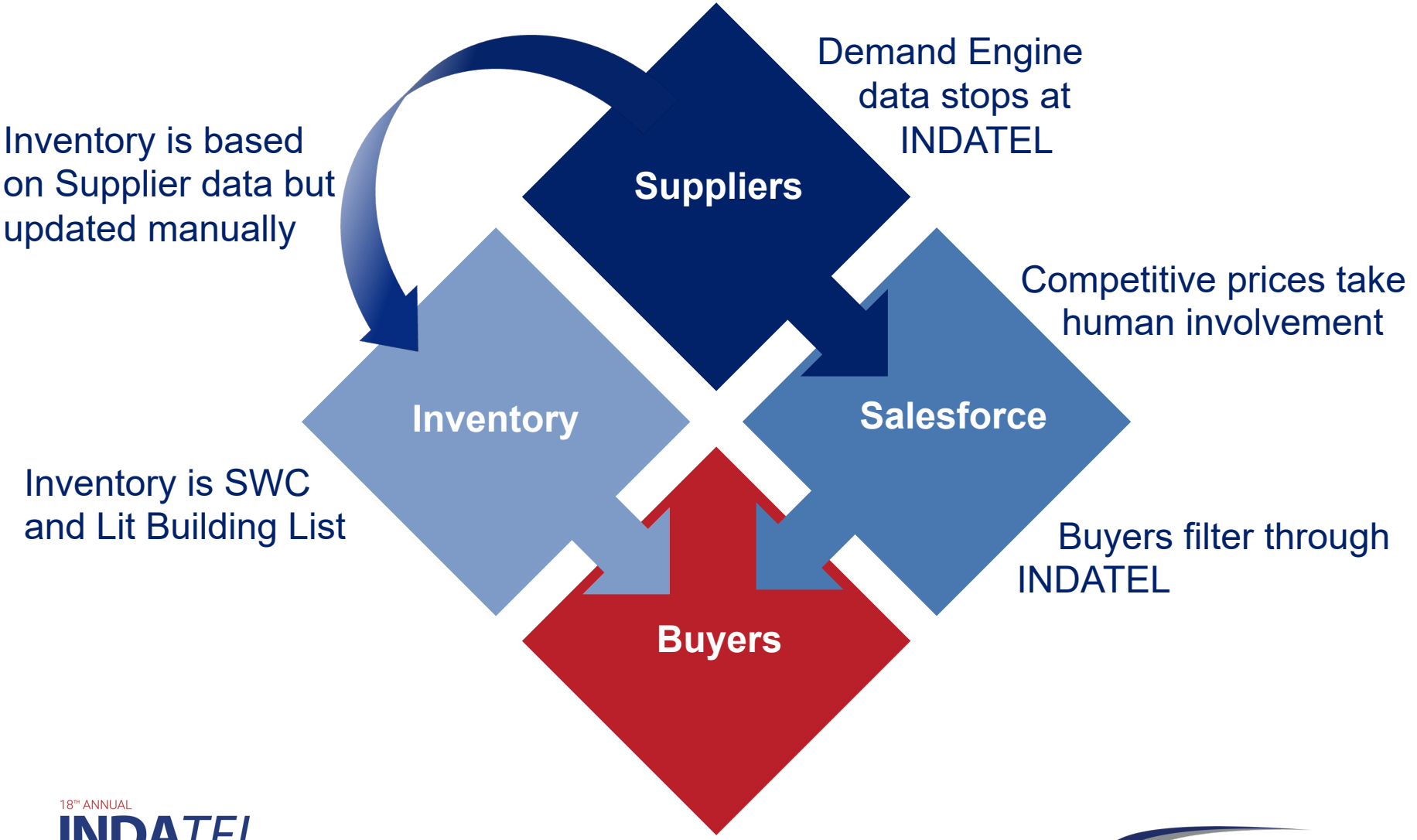
43% Direct Internet Access

34% Switched Ethernet

21% Broadband

< 1% Everything Else

How INDATEL Quotes Today



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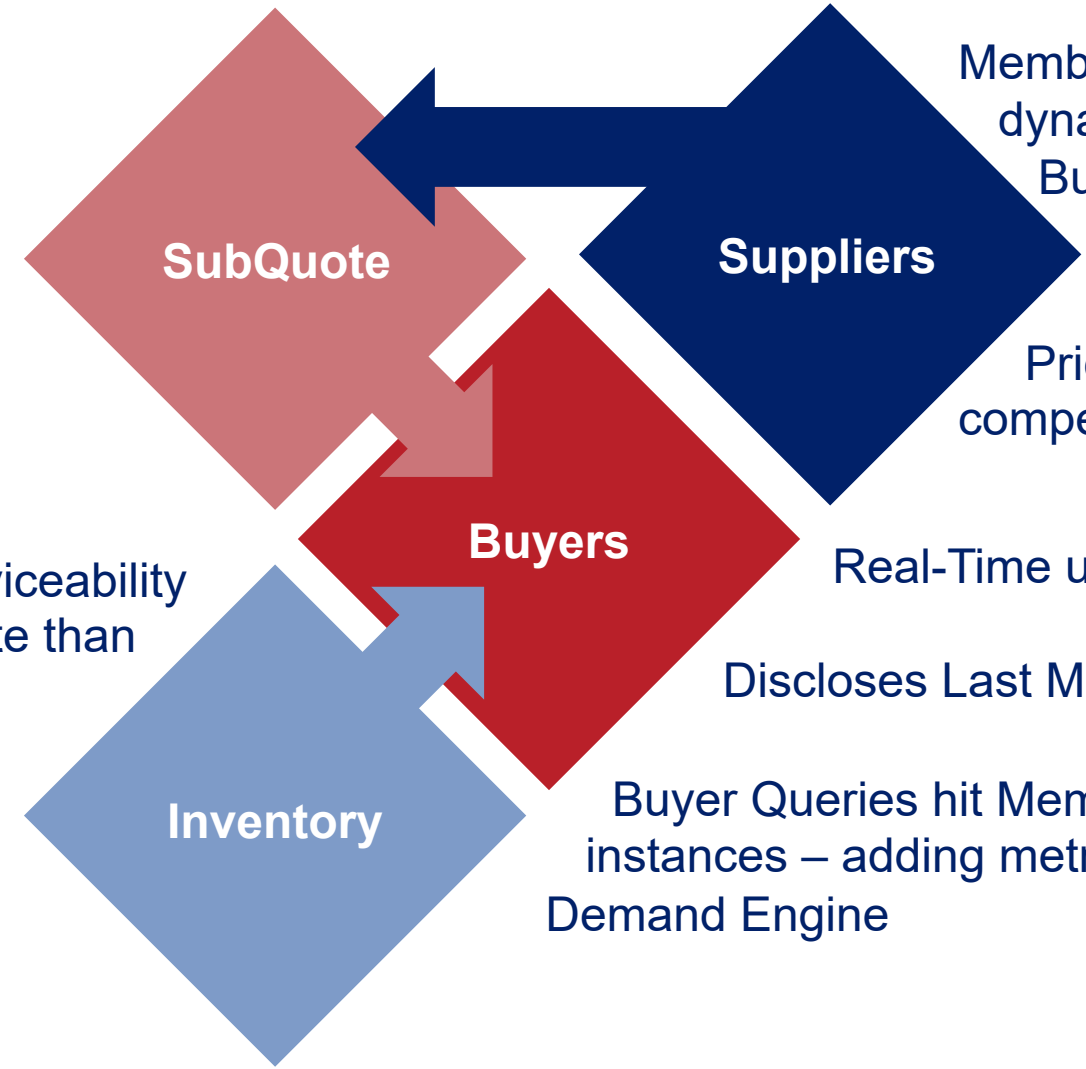
Future Quoting



Member Data shared dynamically to Buyer via SubQuote

Pricing is more competitive vs Rate Card

Real-Time updates

Discloses Last Mile Supplier

Buyer Queries hit Member instances – adding metrics to Demand Engine

SubQuote Serviceability is more accurate than static inventory

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Ben Weaver
Director of Carrier Solutions
Syringa Networks

Questions for Ben?

Year 1 Update

- Initial onboarding completed
- Dedicated Internet and Ethernet Products
- On-net list with pricing tables
- Near-net analysis completed
- Near-net pricing tables for 500ft and 750ft
- 26 buyer prospects
- 14 seller/supplier prospects

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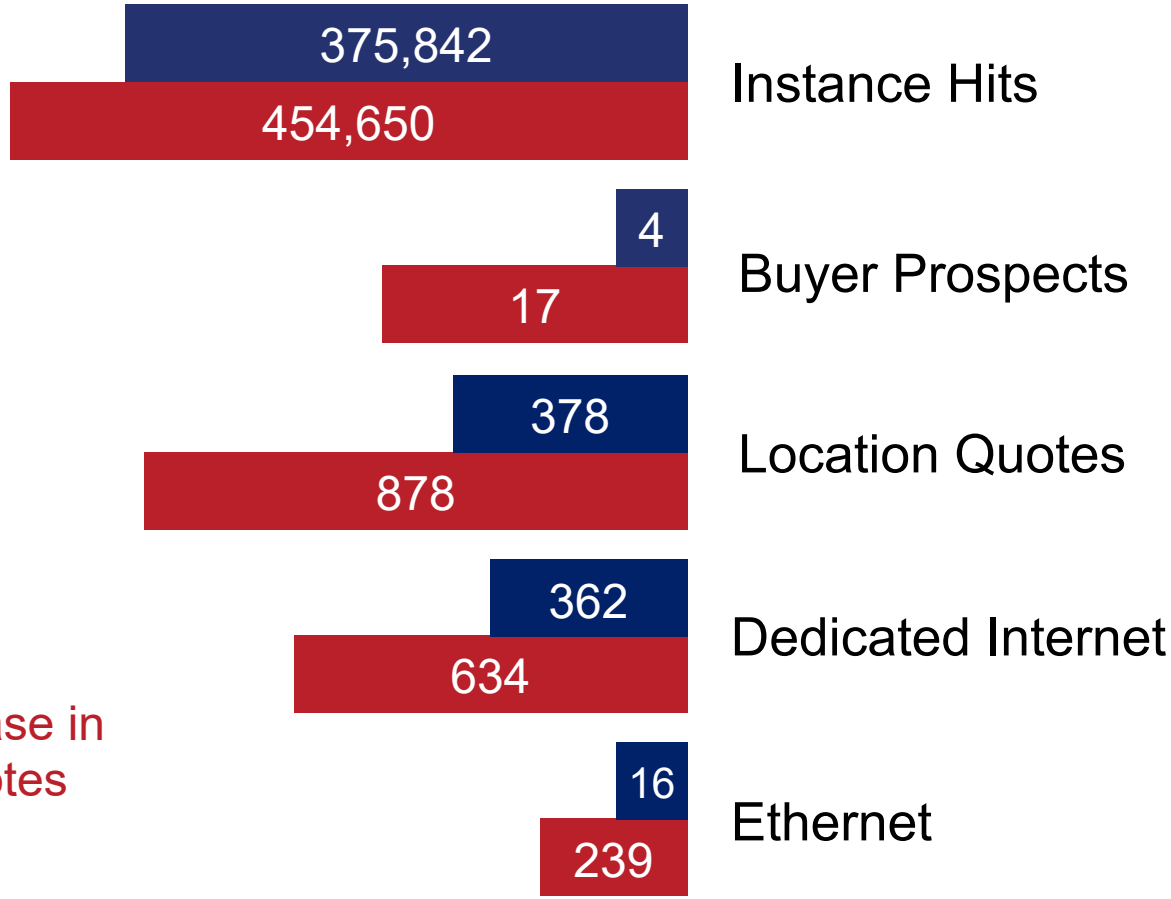
Year 1 Performance

2023

vs

2024



130.95% Increase in Successful Quotes

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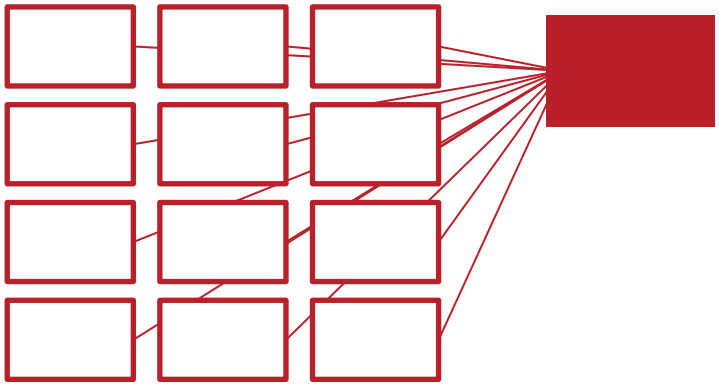
Year 2 Goal



GOAL: To onboard and integrate 12 members

Each instance

- Co-managed by Syringa
- On-net list with pricing tables
- Near-net analysis with pricing tables
- Products include DIA, Ethernet, and Broadband

Challenges:

Pricing tables include NECA

Visibility of network/vault maps

Management and automation

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Looking to the Future

Deeper data analysis options for Syringa and Member/Owners

Automation Steps for quoting to ordering

Automation for updating on-net lists, and AI analysis of maps

Process creation for update frequency and pricing reviews