BUSINESS SYMPOSIUM

JUNE 27-29, 2023

CLEVELAND, OHIO

Up Next:

Future State of Automation

COHOSTED BY: CNI · INDEPENDENTS FIBER NETWORK · HOOSIERNET

Connectbase

Address Validator
Advanced CPQ

IOLITE
Smart. Salesforce® Innovations.

ProCore
Resource Group

Nexus Connector
Proposal Management Tool
Spreadsheet Muncher

TransUnion tu®

Universal Order Connect

Partners in Automation

Without the help and development from these companies, INDATEL would not be as efficient as we are today..

Our Goal Today:

Illustrate INDATEL's current best practices for automating preorder quoting and ordering/service delivery

Your Automation Experts

John Ivanuska

VP Business Development & Carrier Relations

INDATEL Services

Lance Popp

Data Systems Specialist

INDATEL Services

Ben Edmond

CEO and Founder

Connectbase

Brian Hattaway

Principal and Founder

ProCore Resource Group / IOLITE

Testimonials

Ben Weaver

Manager of Carrier Solutions

Syringa Networks

Brian Duffner

Director of Solutions Engineering & Sales Support

Bluebird Network

Ordering:

INDATEL strives to meet our customers' demands of receipt of FOC
within 5 business days without a build or 15 business days with a build

Order Initiation and FOC:

- Order acknowledgement: **1** business day after order received
- Receipt of FOC (no build): **5** business days after order received
- Receipt of FOC (with build): **15** business days after order received
- ➢ **Note:** request member / partner / LMP (Last Mile Provider) give a 30-60 day, 60-90 day, 90-120 day, or 180 day informed FOC/ECD depending on the work it thinks order will take within 15 days.

INDATEL's average FOC issue interval is **11 business days** for no build,
17 business days with a build

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Quoting:

INDATEL strives to meet our customers' demands of serviceability confirmation in 5 business days or less

Sales Quote SLA:
- Initial quote response: Within **48 hours** ("No Bid" or "Working on Bid")
- Confirmation of serviceability and identification of incremental special construction (if any): Within **5 business days or less**
- Price quotes valid for 120 days
- Provide LMP's (Last Mile Provider's) ICSC code or carrier name on quote response

INDATEL's average serviceability response time using current process is **14 calendar days**

"First In – WINS"

WHAT'S DRIVING AUTOMATION?

Inbound RFP

Records created in Salesforce

Request is emailed to INDATEL member

INDATEL member emails request to sub-member

Sub-member returns quote to INDATEL member

INDATEL member returns quote to INDATEL

INDATEL returns quote to customer

*Potentially 1-5 days of delay with each step

All actions are human-initiated and subject to individual availability and responsiveness.

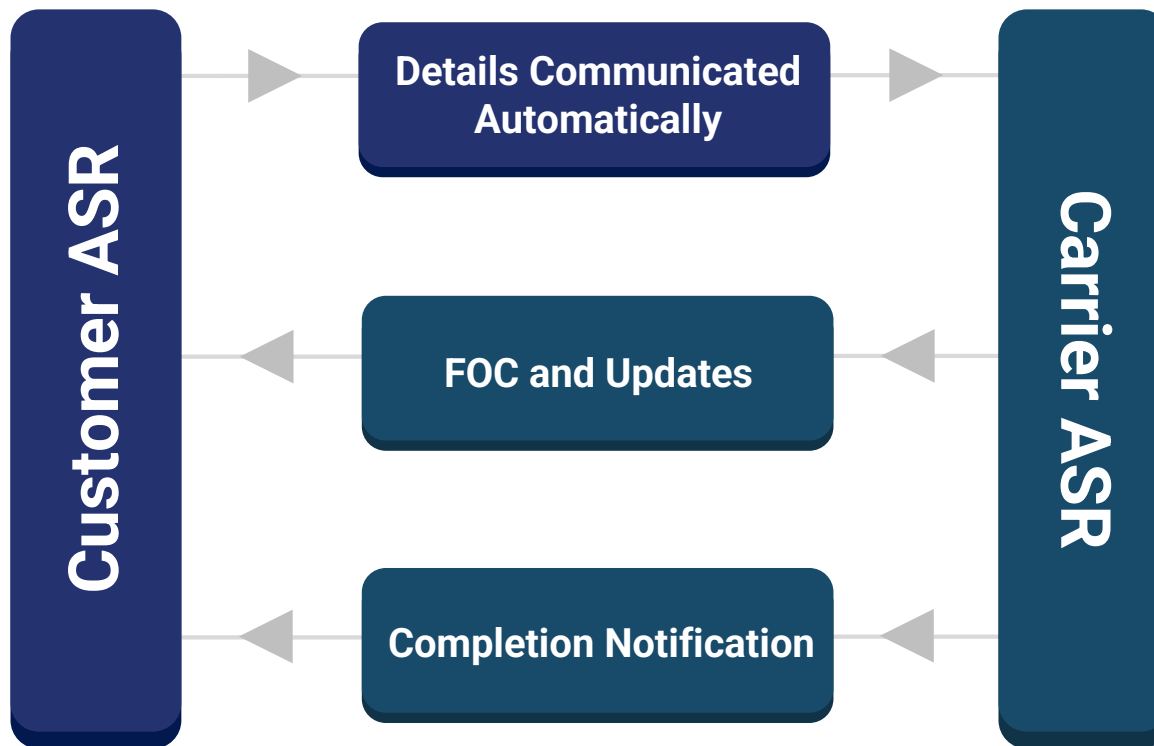Transfer of responsibility from person to person lacks verification.

Time and resource intensive

Multiple stakeholders and multiple systems involved throughout the process

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Service Delivery Automation

Customer ASR

Details Communicated Automatically

FOC and Updates

Completion Notification

Carrier ASR

Reduce Email and Human Error

System-to-system communication removes typos and misinformation.

Timestamps and Reportability

Date is captured with each communication making reporting on intervals easy.

Easy User Experience

With system-to-system communication, there is no need to memorize NC, NCI, SECNCI or other ASOG codes and rules.
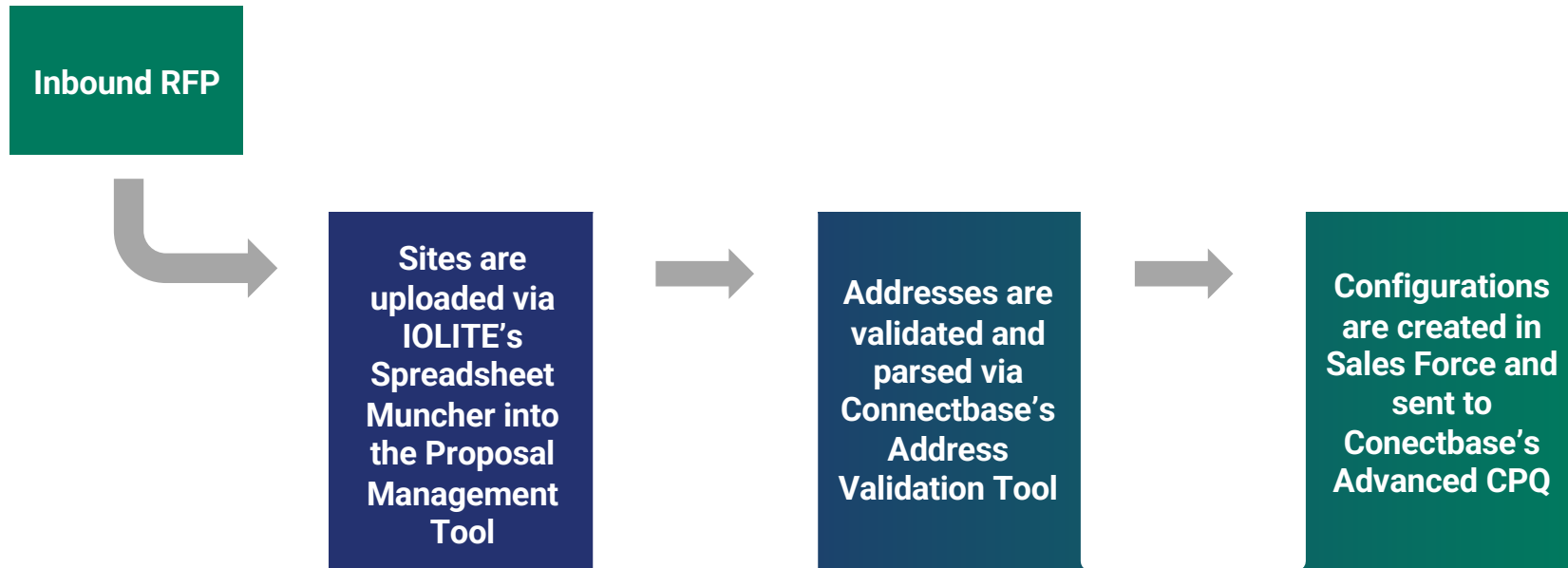
INDATEL/TransUnion API built using IOLITE's Nexus Connector

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Sales Automation

Inbound RFP

Sites are uploaded via IOLITE's Spreadsheet Muncher into the Proposal Management Tool

→

Addresses are validated and parsed via Connectbase's Address Validation Tool

→

Configurations are created in Sales Force and sent to Conectbase's Advanced CPQ

Salesperson can now provide pricing to customer with any of INDATEL's prices

- **Process without priced inventory in Connectbase = avg 15 calendar days** – 99.8% of this time is spent waiting on response

INDATEL/Connectbase API built using IOLITE's Nexus Connector

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Where Do We Go From Here?

We've started at the front-end, automating sales and delivery thus making it easier to get circuits installed and deals sold.

Now What?

The Future State of Automation

Let's work together to eliminate multiple log-ins, clerical errors, and self-kept spreadsheets. What other systems do you use? We'll help guide you to a solution or meet you there!

Circuit Vision
Circuit and Equipment Inventory System

LB Networks
Circuit Monitoring from Ocular IP

IDI Billing Solutions.
Billing and Operations Support Systems

Others
Let us know what other impactful systems you use

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About us

ProCore Resource Group

Salesforce implementation partner for 19 years

800+ successful implementation projects

IOLITE
Smart. Salesforce® Innovations.

Salesforce product development company for 8 years

Product development and product investment

Automation Tool: Spreadsheet Muncher

1 Excel or .CSV file sent to FTP site or sent via email attachment to a special email address

FTP://

2 Data sent through Spreadsheet Muncher to Salesforce

salesforce

3 Spreadsheet Muncher loads data across all objects in Salesforce

Data is loaded into any object/field

No-touch by an administrator

Save HOURS of data entry time

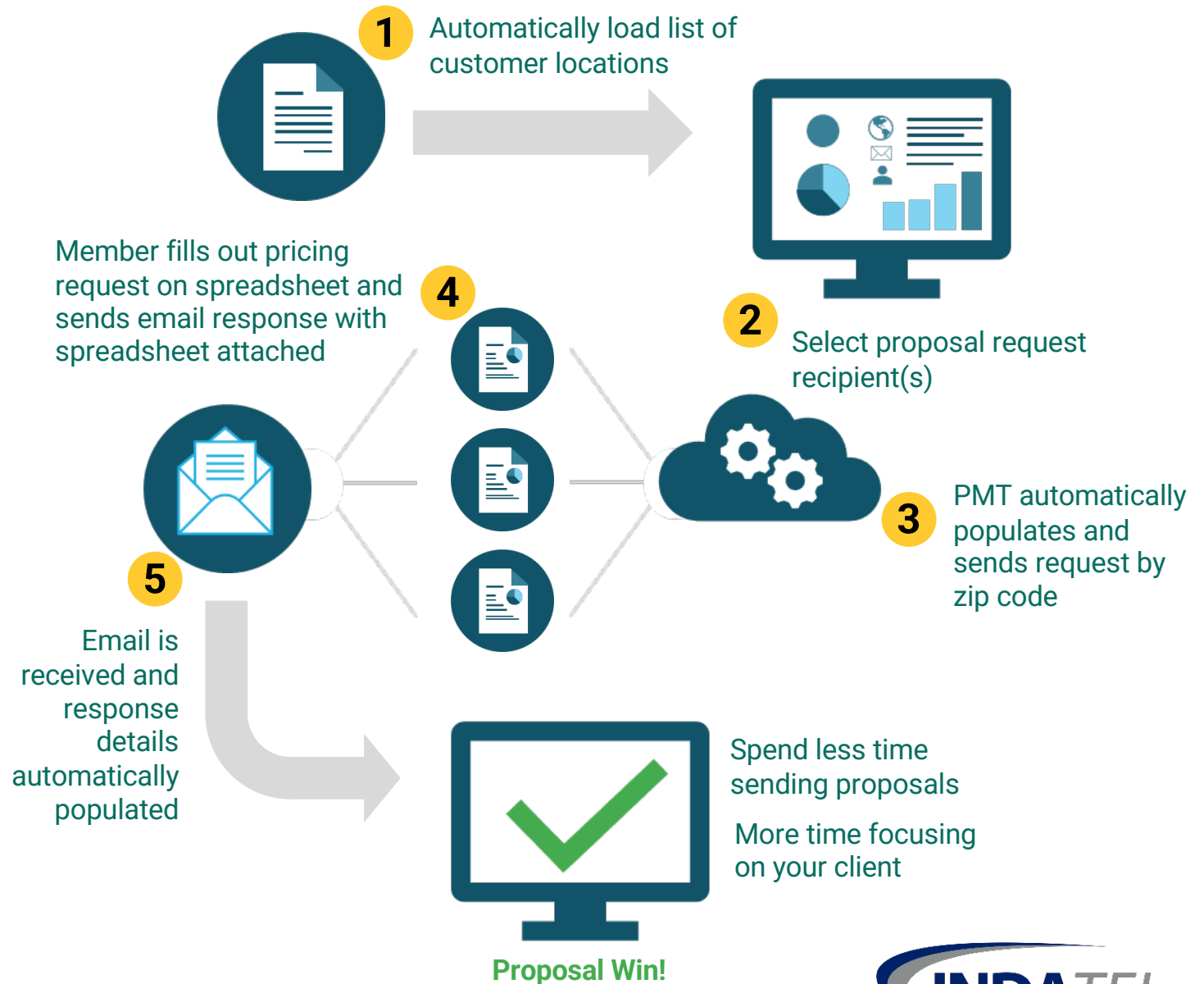Extend Salesforce functionality beyond the organization
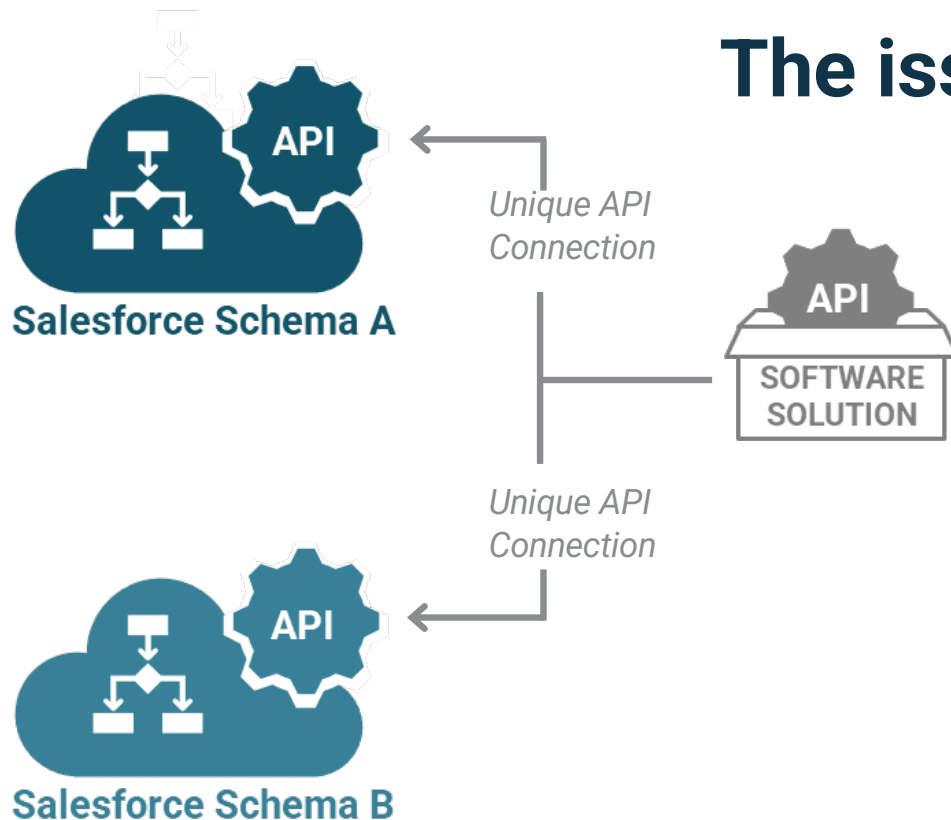
Automation Tool: Proposal Management Tool

Develop a matrix of price/term requests

Query for pricing

Send ICB requests to network providers

Select best pricing options

1 Automatically load list of customer locations

2 Select proposal request recipient(s)

3 PMT automatically populates and sends request by zip code

4 Member fills out pricing request on spreadsheet and sends email response with spreadsheet attached

5 Email is received and response details automatically populated

Spend less time sending proposals

More time focusing on your client

Proposal Win!

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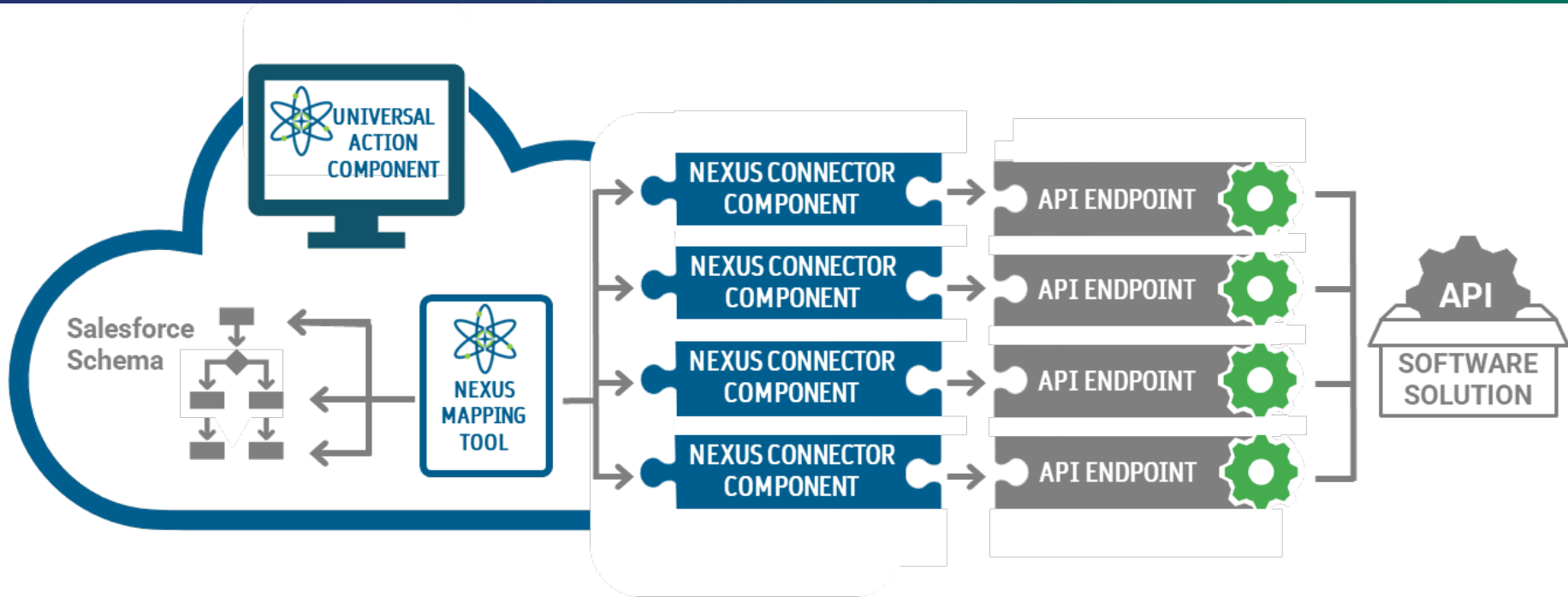CLEVELAND

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The issue with most API integrations:

Because there is no predictable configuration for Salesforce – it is not possible to create a generic API Solution
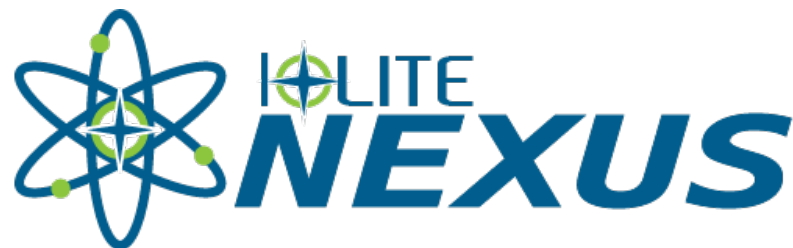
Automation Tool: Nexus Connector

Point-and-click mapping of API fields by the Salesforce administrator

No-code universal Salesforce API

Easy button-click or FLOW automation of the API

Automation is driven from a repeatable process within the organization.

Products are driven from a repeatable process across multiple organizations.

The INDATEL business model has multiple repeatable processes that we can identify and support:

| Pricing | Ordering | Design | Provisioning | Billing | Monitoring | Ticketing |
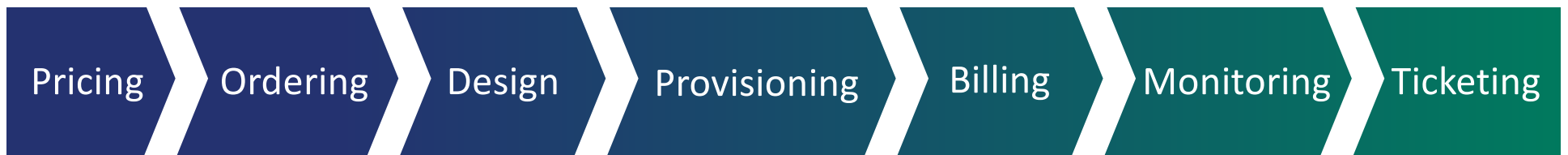
How We Approach Automation

PROPOSAL MANAGEMENT TOOL

SPREADSHEET MUNCHER
Powered by IOLITE

Pricing → Ordering → Design → Provisioning → Billing → Monitoring → Ticketing
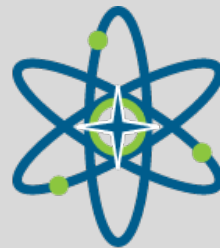
IOLITE NEXUS

LB Networks

TransUnion

Connectbase

Vision

Our vision is to build the industry cloud for connectivity, enabling branded marketplaces to transform how connectivity is bought and sold globally, partnering with providers to create growth, value and transformative experiences buying and selling connectivity in a conformed and automated way.

Mission

Our mission is to catalog the worlds networks with location insight, connecting each provider globally to enable real time purchase of the optimal connectivity solution

Key Metrics

- Founded : 2015
- Capital : Raised $48 mill from 6 institutional investors including Series C led by DigitalBridge
- Team : 140 + Team Members in US, Europe and India
- Nearly 300 providers globally including 28 of the top 30 infrastructure operators in the US, LECs, MSOs, Broadband Providers, MSPs, Data Centers, Hyperscalers and Tower Operators.
- **11 Million** opportunities quoted annually in the Marketplace
- **$16 Billion** worth of quoted opportunity
- Nearly **$2 Billion** of connectivity revenue closed
- Acquired Last Mile Exchange making us the only Global Platform in the industry

TRUSTED BY THE WORLD'S LARGEST NETWORK PROVIDERS…

PTC AWARDS 2020
Outstanding Network Intelligence & Management Company

Forbes BEST STARTUP EMPLOYERS 2020 POWERED BY STATISTA
Connectbase Ranked #258

2021 Inc. BEST WORK-PLACES

G2 Awards: High Performer, Easiest To Do Business With, Best Support

Inc. 5000

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The Challenge

Fragmented Network Demand
900,000+ multi-site global businesses

Inaccurate

How do I identify the right buildings to pursue?

Who can serve as a potential network partner for this location?

Demand and supply data is not location-specific nor trusted

Inefficient

How can I generate more quotes to keep up with demand?

How do I manage and keep my network partnerships up-to-date?

Lack of automation in buying and selling processes

Fragmented Network Supply
11,000+ fixed network operators around the globe

No Transparency

How do I ensure continuous, standardized communication with network partners?

Lack of APIs, standards and transparency into supply and pricing

This broken system is costing the industry $30B per year

From Start-Up to Scale

Our growth over the past several years has been significant and we understand and own the fact that this has been impactful to our customers

Hired the next layer of experienced executives with industry experience including:
- COO – Rob Carter (Tierpoint, Windstream)
- CCO – Jezzibel Gilmore (Packet Fabric, GTT)
- VP of Engineering – Mike Means (Datto)
- VP of Product – Maria Sterck (Lumen)
- VP of Data – Craig Magerkerth (Unitas, Global Capacity)
- Sr. Director System Engineering and Customer Success – Carrie Ferrero (Masterstream)

Alignment of front office and back office to steamline points of contact and create a consistent workflow
- Including the assignment of one CSM to manage INDATEL and it's members

Significant improvement in platform architecture to enable scale, implementation efficiency, self-service, and next generation capabilities

New productized packaging to make buying easier

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Product Roadmap

External Roadmap 2023

Data, Rules, and Analytics
- ✓ Sellers Dashboards
- ✓ Location Truth Improvements
- ✓ Activity & Financial Rules

Platform Improvements
- ✓ System Updates & SQL Optimization
- ✓ Automated Alerts
- ✓ Increased Observability

Strategic Features
- Orderbase Buyer Platform
- Orderbase Sign and Submit
- Linkbase MVP

Platform Improvements
- Bulk Quoting Improvements
- CPQ Redesign
- Horizontal Scale

Q1	Q2	Q3	Q4

Strategic Features
- ✓ Automated Near Net Analysis
- ✓ New User Interface (UI)
- ✓ Location Data Enrichment

API Expansion
- ✓ Routes
- ✓ Enterprise Profiles
- ✓ Rate Cards, Latency, Diversity

Strategic Features
- Product Catalog (MEF Compliant)
- Orderbase Phase 2
- Self-Service Analytics and Dashboards

API Expansion
- 5 New Domestic APIs
- 9 New International APIs

Target 99.99% Platform Reliability

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Orderbase
by Connectbase

Announcing the Connectbase MEF complaint order management platform for the telecom industry, **Orderbase**.

Orderbase enables Buyers and Sellers to automate order capture, processing, and tracking helping customers improve their operational efficiency, reduce order processing time, and provide a better end-to-end customer experience.

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Product Roadmap

Order Capture

Capture orders through multiple channels including APIs, external systems, and by uploading the order details via PDF or Excel.

Order Processing

Following order capture, the platform initiates the order processing workflow. The system automatically routes the order to the appropriate seller for processing, based on the service type, product, and location.

Order Tracking

The system tracks real-time status and generates automated notifications to customers regarding the progress of their order. Buyers/Sellers get full visibility of the order from Order Acceptance to Delivery.

External Integration

Orders from any system can flow to Orderbase via API. Buyers can place orders from Orderbase to any external or internal system using the Order API Suite.

MEF Compliance

MEF certified systems provide the highest level of performance, assurance, and agility. Orderbase includes MEF compliant order orchestration, API attributes, and stages.*

Reporting and Analytics

The platform provides real-time reporting and analytics on order processing, fulfillment, and customer satisfaction. Users can configure custom reports and dashboards to enable data-driven decision-making..

Guest Access

Users with no access to Orderbase can get a guest link to view order details and activities.

Dispute Management

Users gain control and flexibility over their Orders with options like Order Withdrawal, Order Cancelation, Order Held, etc.

ORDERBASE BENEFITS

Enhanced Customer Experience

Delight customers with an end-to-end solution. Providing real-time visibility into order status and automating notifications. Ensure scalability handling large order volume with confidence.

Automated Commerce

Reduce costs associated with order processing and fulfillment via automation. Reduces manual intervention and errors improving customer satisfaction.

Better Deals. Faster.

Streamline order processing and fulfillment, enabling telecom companies to increase order volume and revenue.

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Automated Near-Net Analysis

Complementary to the Connectbase Seller Cloud subscription, **Connectbase Automated Near-Net Analysis (NNA)** provides a distance-based assessment of locations near a network service provider's existing routes and locations.

In the simplest terms, **Automated NNA** identifies new locations (e.g., buildings, tenants) that may be served with a small build-out of current connectivity infrastructure. In contrast to building entirely new routes, a provider can build incrementally to create new revenue opportunities in close proximity to locations currently served.

Product Roadmap

Increases Revenue Opportunities

By easily and automatically identifying a network service provider's hundreds or thousands of existing connectivity routes and on-net served locations, simplifying a provider's ability to identify top prospects in a particular geography or market.

Automated Near-Net Analysis

Address Off-net Opportunities

Provides visibility into all connectivity options for a given location – on-net, near-net, and off-net – providing the insight needed to optimally and accurately determine how to bid an opportunity as well as identify new potential service provider partnerships.

Increases Cost Estimate Accuracy to Maximize ROI

Connectbase's Automated NNA utilizes right-of-way (ROW) data. Data overlays consider multiple impediments including highway crossings; river and bridge crossings; railroad lines; underground electrical, natural gas, water, and sewer pipes; and more.

This enables provider sales and business development teams to derive highly accurate cost estimates for expanding connectivity reach within a region. **Intelligently and strategically choose where to prioritize and build for the best possible ROI.**

Buying and Selling Transformation

Sellers Cloud

Transform how connectivity is sold

- Manage serviceability
- Manage product and pricing
- Manage quoting
- Manage orders

Buyers Cloud

Transform how connectivity is bought

- Gain demand intelligence
- Gain supply intelligence
- Execute efficiently
- Unifies quote to order

Marketplace

Accelerate growth with more efficient demand

- Connectivity marketplace with insight engine
- Directly connect buyers and sellers (Linkbase)
- Headless marketplace
- Demand generation

Market Insights

Identify, measure, grow, and understand market

- Predict and rate demand
- Predict and rate optimal networks
- Predict price and package-offer

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The Foundation = Location Truth

What is location truth?

Conformity – All addressing is converted to a singular format allowing for easy consumption across the industry

Validation – Confirmation that the address conforms with local standards

Attribution – The relevant pieces of information that allow demand and supply to come together and conduct business

Rest of Market

Off-Net

Near-Net

On-Net
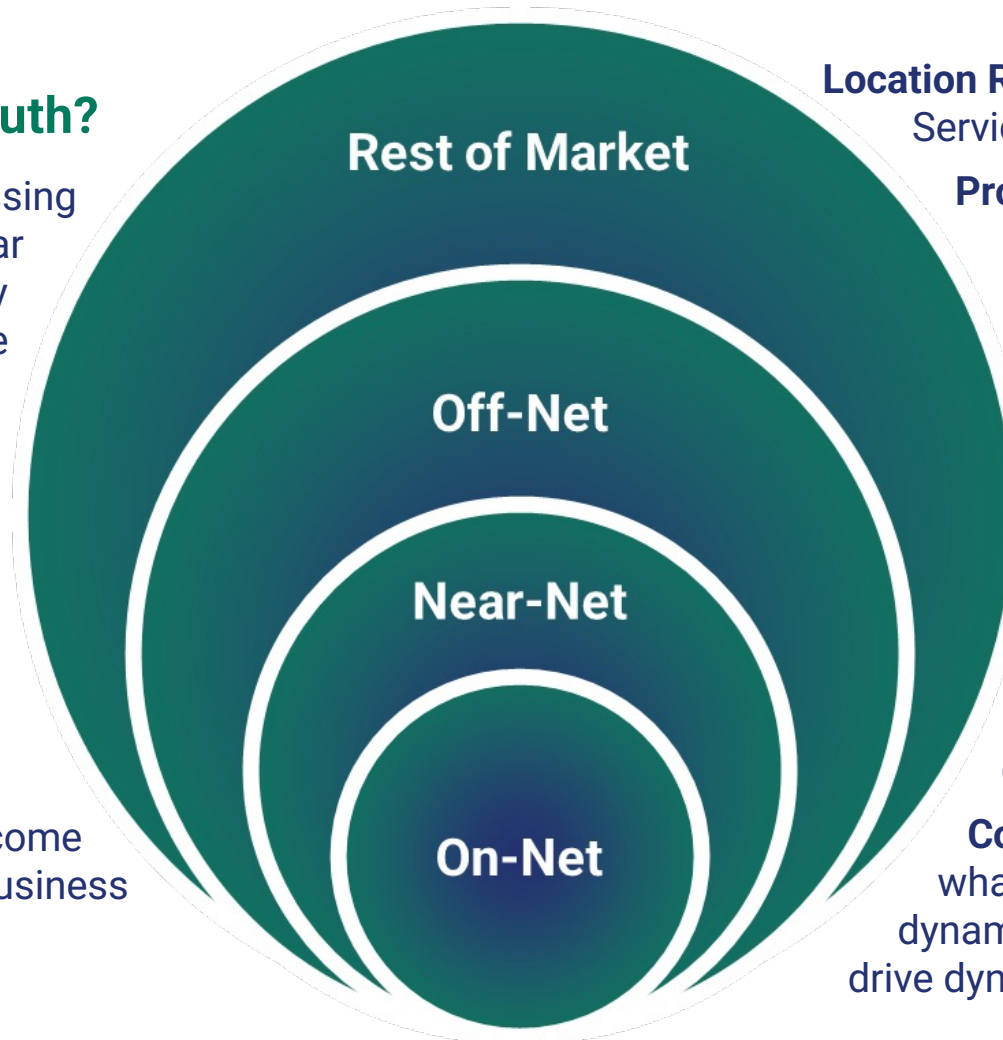
Location Relationship – Serviceability

Product Offering – DIA, Ethernet, Broadband & more

Product Cost/Price – Specificity at the building level
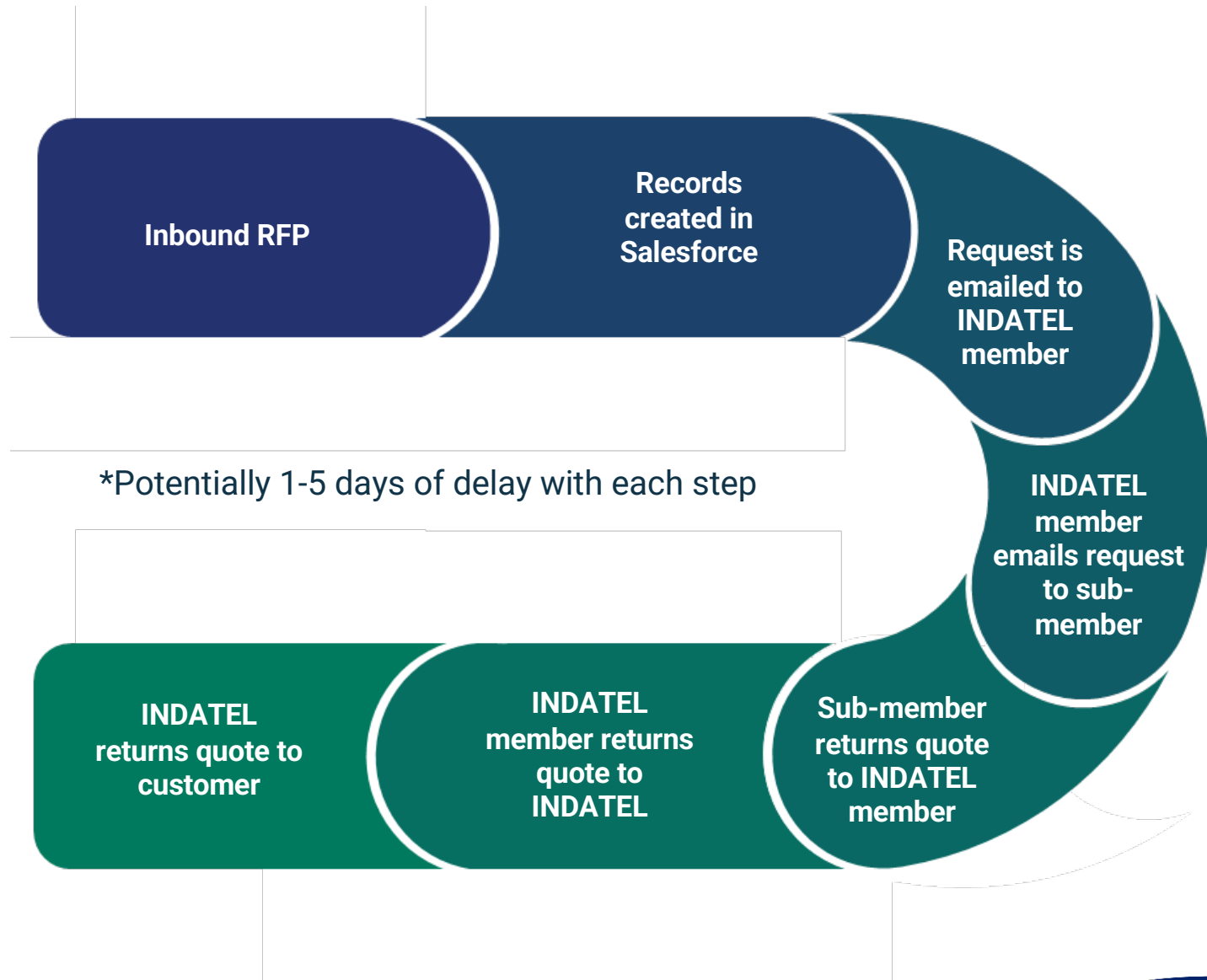
Tenacity - demand

Install Interval – how long to have circuit available

Special Construction – any additional cost to build the circuit

Competitive Intensity – what are the specific dynamics of each building to drive dynamic pricing?

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Non-Automated State

Inbound RFP

Records created in Salesforce

Request is emailed to INDATEL member

INDATEL member emails request to sub-member

Sub-member returns quote to INDATEL member

INDATEL member returns quote to INDATEL

INDATEL returns quote to customer

*Potentially 1-5 days of delay with each step

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There is a tremendous amount of demand that is not being optimized in the market for non-broadband services.

Automated quoting will significantly decrease the number of no-bids for INDATEL, providing more opportunity to bid on more locations.

Right of Way Near Net will increase the number of serviceable locations being advertised to the market, further expanding the number of eligible location to bid on

Robust attribution will drive 2x greater win rate over the current metrics

All combined, INDATEL and their members will see a 200%+ increase in both top-line and bottom-line revenue

Come see us at our booth to discuss the special rate program, market specifics, and more!

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Syringa Networks Testimonial

The Syringa challenge

- Connectivity leader for 20+ years. Founded by 12 Idaho independent rural telephone companies
- Specializing in Dedicated Internet, Ethernet, Security, and Managed Solutions
- Over 3,550 miles of fiber in Idaho, Utah, Western Wyoming, Eastern Oregon, and Northern Nevada
- 100 Gigabyte backbone with 4 Terabyte capacity

Why we chose Connectbase

- Impressive customer list
- Easy integration for on-net and near-net
- Missing opportunities
- ROI Calculator

6,407 opportunities in our area

428 opportunities thanks only to INDATEL

Based on a 10 month period

Expectations

- Develop on-net and near-net carrier pricing
- Growing our connections for expansion
- Reduce overall quoting interval
- Simplify circuit buying
- Integration with members/owners in the future

Our experience

- Dedicated implementation specialist
- Clear expectations/requirements
- Portal design and on-net pricing design
- Near-net right of way AI design
- Building connections new/existing
- Buyer and seller portal training

Bluebird Network Testimonial

Near Net

- Sharing near net lists with 35 vendors
- 68 of 148 sales in May
- Accounts for single site sales and only increases when adding in multi-site deals
- 68 near net sales YTD accounts for $47k in new MRC
- Average contract term is 44 months

Strategic and Large Builds

- Using Market Explorer, Bluebird can quickly estimate the quantity of new near net buildings a new route will produce
- Connectbase's Demand Engine gives Bluebird feedback about where our partners are querying for services

CPQ

- 10-20 quotes per week – return pricing within the day
- RFPs instantly get a near net count and gives available partners for all others
- Helped reduce average time to return a last mile quote down to 2 days
- Cut analysis time for RFPs in half by quickly culling out the existing near net locations

Challenges / Unknowns

- ILEC member/partner serviceability and pricing
- How the newly released Connectbase updates will improve automation

Where We Still Want to Go

- Partner program with ILEC member/partners
- Automating last mile connection ordering
- More automation using APIs between our various software

INDATEL is dedicated to meet all SLA objectives by YE 2023

But we need your help

To aide your continued support to us:

INDATEL is supporting pricing discounts in Connectbase and enabling automation components for all members.

Where do you stand in your automation efforts?

What automation would you like to see?

What automation scares you? Or excites you?

What other challenges or choke points does your company have?