Case Study: Connectbase

Scalable LSO APIs Through Location Standardization

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Connectbase

Speaking the Same Language: Fixing Telecom's Location Problem to Unlock Automation

Challenge

In telecom, everything begins and ends with location, but there's no universally adopted way to identify and reference them. Inconsistent address formats, ambiguous geodata, and manual reconciliation plague quoting, provisioning, and billing processes. This chaos undermines automation efforts and leads to lost revenue opportunities across service provider ecosystems.

Solution

At the Mplify Member Summit, Connectbase CEO Ben Edmond presented the Global Location ID (GLID), a tokenized and standardized system for uniquely identifying more than 2.7 billion global locations. With up to 3x3 meter resolution, GLID eliminates ambiguity and enables consistency across APIs, inventory systems, CRMs, and operational tools.

GLID integrates directly with Mplify Lifecycle Service Orchestration (LSO) APIs, allowing providers to scale automation across quoting, ordering, and fulfillment processes. It ensures that both buyer and seller systems refer to the same physical endpoints using a common language. By embedding location attributes in LSO API standards, Connectbase reduces friction and supports seamless inter-provider transactions at scale.

The company advocates for open-source access to GLID and is collaborating with Mplify to formalize location attributes as part of the evolving NaaS and LSO framework.

Results

Connectbase's standardization initiative has delivered:

- A globally recognized and scalable location referencing model.
- Integration of GLID with Mplify LSO APIs to enable scalable, multi-location automation.
- Reduced fallout from mismatched quotes and service locations.
- Increased quoting speed and accuracy across more than 427 connected providers.
- A shared location language to unify buyer and seller systems across the NaaS ecosystem.

Key Takeaways

- Without location consistency, LSO automation cannot scale.
- GLID eliminates ambiguity, accelerates quoting, and supports accurate fulfillment.
- Embedding location attributes in Mplify LSO APIs enables scalable inter-provider transactions.
- A common language for location unlocks true global interoperability.

Get Involved

Service providers, integrators, and platform developers can join Connectbase and Mplify in formalizing and deploying location intelligence as a foundation for automation. Whether you're quoting across markets or integrating with federated networks, standardizing location is your gateway to scale.

Engage with Mplify to drive industry-wide adoption of standardized location data and unlock scalable, automated service delivery.

About Mplify

Mplify is a global alliance of network, cloud, cybersecurity, and enterprise organizations working together to accelerate the AI-powered digital economy through standardization, automation, certification, and collaboration. As the defining authority behind Carrier Ethernet, Lifecycle Service Orchestration (LSO) APIs, and certified SASE and SD-WAN, Mplify has developed the global blueprint for Network-as-a-Service (NaaS) that is empowering the industry to innovate, interoperate, and scale trusted network services across a global ecosystem. For more information, please visit mplify.net and follow us on LinkedIn, BlueSky, and YouTube @mplifyalliance