



# Mid-Atlantic Broadband Launches The Connected World SaaS Platform

**May 15, 2017**

**South Boston, VA** – [Connected2Fiber](#), the leading Software-as-a-Service (SaaS) market acceleration platform for connectivity companies, announces today that [Mid-Atlantic Broadband Communities Corporation](#) (MBC) has signed an agreement to implement [The Connected World](#) SaaS platform. MBC has also adopted the [Building List Manager](#), an automated software module for creating and distributing OnNet and NearNet building lists to drive wholesale and channel market participation.

MBC is a Virginia-based leader in creating unique public-private partnerships to build and operate open-access fiber networks. MBC has built over 1,800 route miles of fiber in Southern Virginia to bring private sector competition and drive down costs to accelerate digital inclusiveness. MBC's middle-mile wholesale fiber network provides affordable infrastructure and carrier-class broadband connectivity to drive economic growth. MBC has successfully partnered with regional economic development entities to attract new business and jobs to Southern Virginia with its open access fiber network.

"We operate one of the largest networks in Southern Virginia, providing much needed fiber optic access from key carrier hotels such as Equinix's Ashburn campus to rural locations throughout Southern Virginia," says Dave Keller, VP of Sales and Business Development at MBC. "Now, with Connected2Fiber, we have a platform that can create, design and program building lists to be distributed in customer-preferred formats in less than four clicks, a process that will increase our participation in the market with carriers, service providers and content companies needing access to our reach. We also get access to the visualization tool, showing our entire internal team our routes, OnNet and NearNet buildings and key market data, eliminating version control or manual updates. We are excited to partner with Connected2Fiber and implement their platform to help drive growth and participation."

The Connected World is the connectivity industry's first market acceleration platform built to help network operators see and manage their assets with market intelligence. The SaaS platform enables OnNet and NearNet location management, route tracking, interconnection and building list automation, all in a visual, automated toolset designed for the connectivity industry.



“We welcome Mid-Atlantic Broadband to our platform and look forward to helping them drive participation in the wholesale, channel and content markets,” states Ben Edmond, CEO and Founder of Connected2Fiber. “Mid-Atlantic Broadband is a leading provider of fiber transport throughout the Virginia region, and provides a unique network to the market. Networks like MBC provide tremendous value to the market, and it is our mission to make sure their reach is participating with all of their partners, every time they build new routes and add more OnNet buildings. Location management and intelligence are at the heart of The Connected World, ensuring transparency for market intelligence to provide context and help network operators like MBC grow.”

# # #

### **About Mid-Atlantic Broadband**

Mid-Atlantic Broadband Communities Corporation (MBC) is a non-profit 501(c)(4) organization, committed to providing economic development leadership to Southern Virginia. MBC promotes economic development in Southern Virginia through the operation of a successful advanced open access fiber optic network, providing wholesale telecommunications transport services, colocation and tower leasing. Since its inception in 2004 and by offering a state-of-the art fiber optic network, MBC has supported the recruitment of major investments, including data centers, call center/operations centers, advanced manufacturing, research and development, and bio-tech industries. For more information, visit [www.mbc-va.com](http://www.mbc-va.com).

### **About Connected2Fiber**

Connected2Fiber helps the connectivity industry transact, improving return on sales and marketing investment, with the industry's only Software-as-a-Service (SaaS) market enablement platform that combines account-based marketing and location intelligence, with predictive algorithms to improve results. The Connected World platform helps network owners improve transparency, speed and effectiveness with Visualization, Targeting, Engagement, Analytics and Predictive algorithms. Connected2Fiber is headquartered in Hopkinton, MA, and was founded in 2015 by Ben Edmond. [www.connected2fiber.com](http://www.connected2fiber.com)

### **Media Inquiries**

Connected2Fiber, Inc.  
Tel.: 1.508.202.1807  
Email: [pr@connected2fiber.com](mailto:pr@connected2fiber.com)

Mid-Atlantic Broadband  
Tel.: 1.434.570.1312  
Email: [liz.smith@mbc-va.com](mailto:liz.smith@mbc-va.com)