CLOUDSCENE GUIDE

A Buyer's Guide to Sourcing Network Services on Cloudscene's Marketplace

The traditional way of buying telco is now in the past.

Cloudscene has built the world's most comprehensive resource for searching and comparing colocation, cloud and connectivity services. Underpinned by the largest aggregation of data centers, service providers and network fabrics globally, Cloudscene's coveted data makes our platform the trusted go-to marketplace on the internet.

Cloudscene empowers enterprise customers with premium market intelligence, providing the ability to request quotes from vendors easily and quickly. We're transforming the way procurement is carried out, breaking down the barriers to acquiring cloud and network services critical to the development of enterprise network strategies.

Simply put, Cloudscene's Marketplace enables buyers looking for network services to connect with, request and manage quotes from global service providers.

Once signed up for a Cloudscene account, buyers begin sourcing by creating a listing on Cloudscene Marketplace that details their network needs and enables service providers, including their preferred vendors if they wish, to respond and provide quotes.

From there, Cloudscene makes it easy to organize responses and communication with service providers, collaborate on projects with their team members and get a holistic view of their sourcing activities for tracking and reporting.

In this guide, we cover best practices and provide tips for sourcing network services on Cloudscene's Marketplace so that buyers receive a customer-first experience and are supported in obtaining the optimum services for their business with competitive pricing.

#1 How to Create a Marketplace Listing

Cloudscene streamlines procurement by providing the ability to search, compare and source services in one central location online via a few clicks. By using the Cloudscene platform, your business can dramatically reduce the man-hours spent making calls, coordinating emails and comparing quotes by using the platforms management tools that provide a simple visualisation of responses, enabling data-driven decision making.

To publish a listing (request a quote) on Cloudscene, you first need to ensure you have a Cloudscene account. It's free to join; [click here to set up an account](#) with us.

Before you post your first listing, consider the level of access you would like service providers quoting on your listing to have. There are two types of listings available to create:

Public – A public listing is published on [Cloudscene Marketplace](#) and is viewable by anyone with a Cloudscene account. This means all available service providers can respond to and quote your listing and see your company name.

Public listings are valuable for those companies that would like the maximum amount of quotes from a variety of different service providers to fulfil their requirements and those that are unsure of which service providers to connect with.

Private – A private listing is only visible to the service providers you invite to respond. This means that no other vendors have the opportunity to quote on your listing and only the suppliers you invite will see your company name.

Private listings are valuable for those companies that want to compare offerings and pricing between a select few preferred suppliers without opening up their listing to all available vendors.

Streamline your Search

The fast, easy, data-driven way to compare, accept, and decline telecom quotes.

Create your listing details (Request your quote)

1. **Create a listing title:** The title of your listing determines how it will appear to service providers who may respond to you. It should describe your requirements at a high level with some key details. We recommend including the markets you are connecting in and the services you require to maximize your responses – *e.g. Chicago, IP Transit and Colocation.*

2. **Select the listing start and end dates:** These dates determine how long your listing will appear on the Marketplace. We recommend making a listing active for at least two weeks to maximize your exposure. If you're not ready to immediately start receiving bids (responses) from service providers, you can schedule your listing to become active at your preferred date and time. Your listing end date will show up in the timezone of the user who is viewing it.

Once your listing has ended, you can always extend the date to make it active once more if you wish to try and gain more interest in your requirements from sellers.

3. Select your listing type: Here's where you can select whether you'd like your listing to be public or private.

| 8,000+ Service Providers | 8,000+ Data Centers | 200+ Network Fabrics | 500+ Cloud On-Ramps | 3500+ Marketplace Listings |

Add your service requirements

Services that you can source on Cloudscene Marketplace include: Colocation, dark fiber, ethernet, internet access, IP Transit and more.

1. In the *Service Requirements* section, click on the *Add Services* button.

2. Select the type of service you would like to source, e.g. Colocation.

3. Fill in the details for your service. If you have more specific technical requirements you would like to share, you can click *Advanced Options* and will be prompted to add additional details..

4. If you have any further details or clarification to pass onto providers about this specific service, you can add this info in the *Advanced Options* section.

5. If you have additional services you would like to add, click the *Add Services* button again. You can do this for as many services as you require. When you're done adding services, you can proceed to the *Markets* section.

Service Requirements

Add individual services to build out your Marketplace listing.

[Add Services]

Add Services   ✕

Connectivity

[Ethernet]   [IP Transit]   [Dark Fiber]   [Internet Access]

[Wavelength]

Colocation

[Colocation]

Looking for more services? **Add other requirements**

Edit Service   ✕

Ethernet

Circuit Name (Optional)

Service ID (Optional)

A–End Location *

LA1 One Wilshire – CoreSite

B–End Location *

SG1 – Equinix

Bandwidth *

1 Gbps

Contract Term *

36 months

RFS Date *

17/04/2021

∧ Advanced Options

Access Type	Advanced Features	Minimum SLA	Hand-Off
● Fiber	☐ Q in Q	● Enterprise Grade 99.9%	● Fiber/Optical
○ Broadband FTTx	☐ Jumbo Frames	○ Business Grade 99.5%	○ Electrical/Copper
○ Fixed Wireless	☑ Encryption	○ No SLA	
○ 4G/5G			

[Clear Advanced Options]

Additional Notes (Optional)

e.g. We would like pricing options for 24-month and 36-month contract terms

[Done]

Service Requirements
Add individual services to build out your Marketplace listing.

Ethernet   ...

From
LA1 One Wilshire – CoreSite

To
SG1 – Equinix

Contract Term   RFS Date
36 months   17 April 2021

Bandwidth   Access Type
1 Gbps   Fiber

Advanced Features
Encryption

Minimum SLA
Enterprise Grade 99.9%

Hand Off
Fiber/Optical

Add Services

Most comprehensive market intelligence and industry–sourced data to drive your business decisions.

Specify your markets

Specifying a market lets service providers know in which country and/or city the services will be required. You can specify up to 10 separate markets per listing.

If your listing is *public,* specifying a market will alert each service provider available in that market that you wish to hear from. If your listing is *private,* only the providers you select in the *Service Providers* section will be able to see your listing, regardless of which market(s) you select.
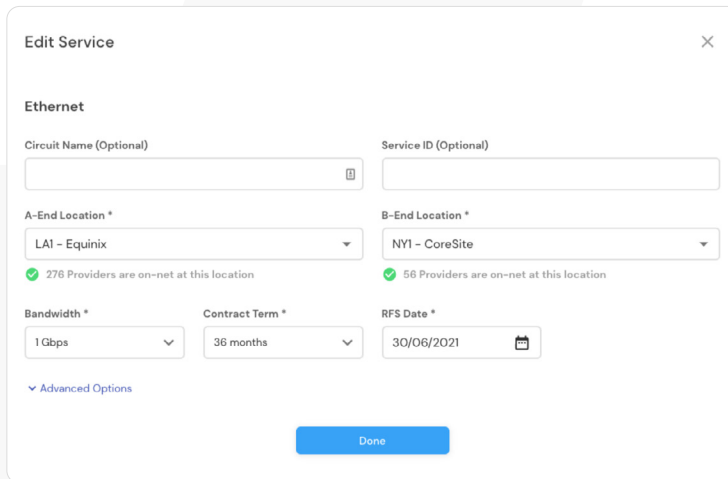
Select service providers

If your listing is *public*, and you would like to receive quotes from all eligible providers in your selected market(s), you can leave this section blank. Otherwise, you can use this section to select specific service providers you wish to alert about your Marketplace listing.
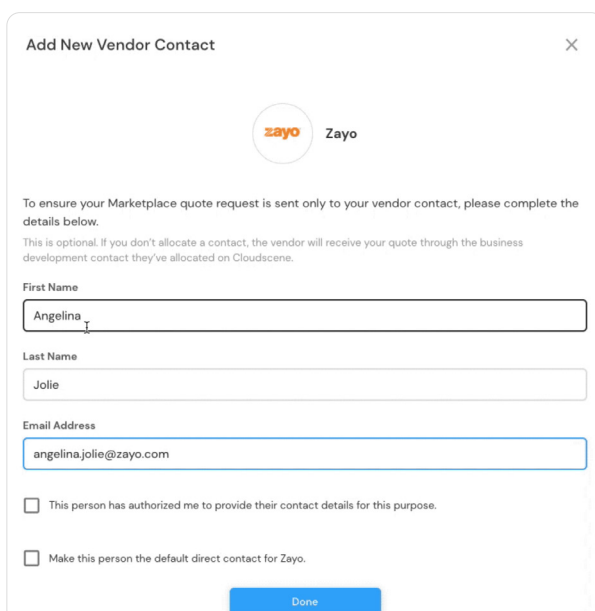

Save Time, Buy Smart

A centralised space to search and compare providers.

Invite approved vendors and preferred contacts

Our vendor management system enables you to invite your approved vendors and preferred contacts from specific service providers to receive a request to quote on your requirements. For example, you may wish to invite your current account manager at a data center operator to include them in the bidding process while reaching out to the open market for more pricing options. You can do this easily by clicking *Add New Vendor Contact* when you're selecting service providers to invite to your listing.

Add attachments

Here, you can provide documentation such as spreadsheets to support your requirements. This may help service providers understand your service needs in more technical detail and therefore, provide a more accurate quote on your listing.

Example of a comprehensive complete listing:

Include any additional information

The final section allows you to add any additional information to your listing *e.g. I require a (specified) minimum SLA on uptime for colocated infrastructure / I require uncontested connectivity on my requested route*.

Publish your listing

1. Click on the checkbox at the bottom of the page to confirm the terms and conditions.

2. Click the *Publish* button. Your listing will now go live on Marketplace and/or be sent to the service providers you've invited to respond.

🔒 Public Listing   Expires in 5d 19h

10G Wave from Los Angeles to Singapore + Colocation services

Requirements   Performance

Services

Ethernet   ⌃

From   To
LA1 One Wilshire – Coresite   SG1 – Equinix

Contract Term   RFS Date   Bandwidth
36 months   30 April 2021   10

Colocation   ⌃

Location (City)
Los Angeles, United States of America

Contract Term   RFS Date   Requirements   Power
36 months   30 April 2021   1 Full Rack   10 kW

Markets

Los Angeles
United States of America

Additional Information

I am also interested in pricing for 24 and 48 mth contracts

Hot tips for creating a listing

Ensure you've added as much detail as possible to your listing so that service providers are more likely to be able to quote your requirements accurately.

Add documentation to support your requirements where you can so service providers can understand the tech specs of your project and where your requirements sit within this.

If you have confidential requirements but still would like to create a public listing, you can utilize the Cloudscene Concierge Service where we manage your listing for you. This way, your company name will display "Cloudscene Managed Quote" and nobody will be able to identify your organization.

#2 Managing your responses

Receiving quotes

Service providers you've requested quotes from should respond to you shortly after you've published your Marketplace listing with an 'intent to bid' on your listing. This will be followed up with a quote provided directly to you in My Marketplace. If your listing is public, you may also receive quotes from the open market for your requirements. You'll be able to easily view, manage, and respond to these quotes within your Cloudscene account.

Company Name   5th February 2021

Ethernet   ︿

From
LA1 – Equinix

To
LA1 One Wilshire – Coresite

Contract Term   RFS Date
36 months   7 March 2021

Bandwidth
1 Gbps

Contract Term	Non-Recurring Cost	Monthly-Recurring Cost	Total Contract Cost
36 month	$1,000.00 USD	$500.00 USD	$19,000.00 USD
60 month	$0.00 USD	$400.00 USD	$24,000.00 USD

Installation and lead time
There will be a 45 day installation time from contract signing.

Terms and conditions
SLA to be discussed

Point of difference
Global carrier and infrastructure owner with over 700 Pops worldwide.

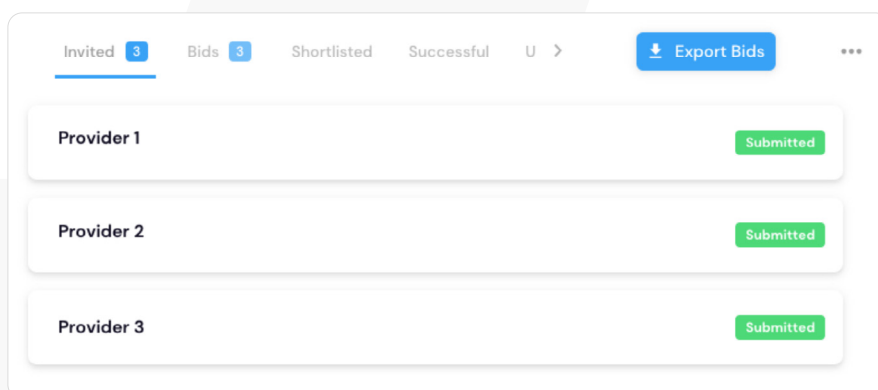## Simplify the Buying Process

Uncomplicate your procurement process and gain transparency of the services that solve your business telecom problems.

Comparing and shortlisting quotes

Due to Cloudscene's quality control protocols, you should always only receive quotes back from the service providers that can fulfil your requirements, and they should provide a concise but detailed response on how they are best-suited to do so. However, it's best practice to double-check that all of these response details do match up with each of your requirements including, RFS dates, available capacity, and contract terms.

Pricing is an excellent indicator for comparing and shortlisting quotes. If your team is clear on your budget for network spend before shortlisting your quotes, it should be easy to make that decision. When deciding on a service provider, (and for easy reporting later), you can export a CSV of information on all of the current bids on each of your Marketplace listings enabling you to compare quotes easily, side by side.

Invited 3	Bids 3	Shortlisted	Successful	U >	⬇ Export Bids	•••

| Provider 1	Submitted
Provider 2	Submitted
Provider 3	Submitted

#3 Choosing a quote

Selecting a service provider

It's time to select and notify a service provider with your opportunity. Please ensure you do this before or on the date on which your listing expires. As vendors will likely be managing many opportunities on Marketplace, it's preferable that you respond to them as soon as possible to let them know whether or not they have won the bid. You can select a service provider as *Successful* in My Marketplace.

Declining bids

Please ensure that you got through the process of declining bids that have not been successful on your Marketplace opportunity. It's best to do this as soon as possible (by marking the provider/s as *Unsuccessful* in My Marketplace). Please also remember to provide a reason as to why the vendor has not been successful – Marketplace works best when both buyers and sellers are transparent in their communication.

Search, compare and source services via a few clicks in one central location online.
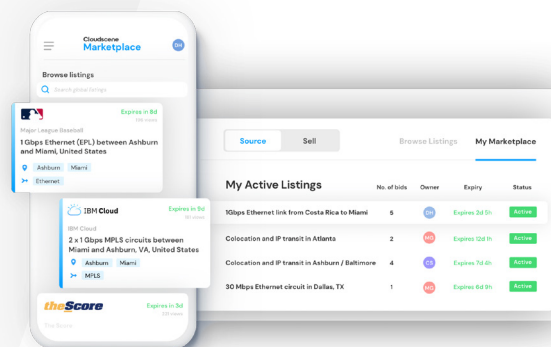
#4 Tracking and managing procurement activities

Once you've selected and notified a service provider/s, you can organize service fulfilment outside of the platform (your contact details will be sent through to the successful service provider/s when you have selected them and it's their responsibility to get in contact with you directly).

The great thing about a centralized and digitized platform for procurement is that you'll have access to all communications and activities to track and manage your process from start to finish. This makes reporting easy and enables you to stay on top of your time-to-market, your spend, your listing performance, and (depending on your permissions) your team's procurement activities.

You can see a performance dashboard for each of your active listings that you're the owner of in My Marketplace. This includes Invited Providers, Bids Received, Intend to Bid, No Bid, and Views.

Getting my team involved

Cloudscene works best when you collaborate with your team. Your colleagues will likely already be part of your Cloudscene company team as anyone who signs up for a Cloudscene account is automat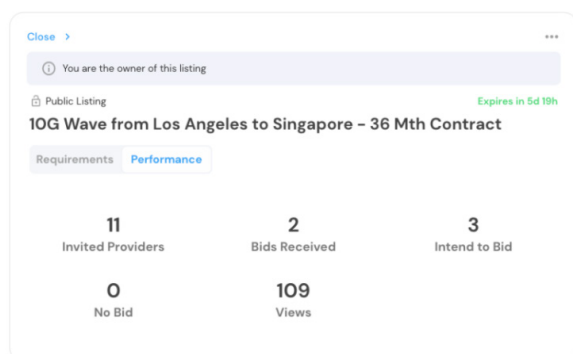ically added as a team member to their relevant company account. Below are some ways in which each teammate can contribute to a collaborative and productive team environment.

Procurement	Marketing	Product	Sales	Executive
Invite your procurement team to source the optimum network services for your business, request quotes, and compare vendors.	Get your marketing teammates on board to update your company profile and data which could improve searchability and rankings.	Need help with researching and comparing services to achieve the best outcome and pricing? Sounds like a job for the product team.	Your sales team can respond to any inbound quote requests from network buyers to help fulfil their services.	Bring in a colleague at the executive level to oversee and optimize teamwork, activities, and spend.

#5 FAQs

What if I have a large project that requires multiple services in different markets?

In order to manage a large project on Cloudscene, the best option would be to break this down into multiple listings to increase your chances of getting the most competitive pricing across various markets – and to make things more efficient. We can help you with this! Feel free to reach out to our team here for assistance in completing multiple listings for a large project.

I need responses ASAP. How do I know the suppliers are working on my quote request?

When you create a listing, you must set an expiry date. Any service providers that you invite to quote your listing will be required to provide this within the listing duration and prior to its expiry date. They will be prompted to respond to you as soon as possible, however, if you need quotes immediately, we recommend that you consider this when setting your listing's expiry date.

My requirements changed after the listing was published. Can I update my listing and will the suppliers be notified of this change?

Yes – you can edit your listing once it's published. Any service providers that you've invited to quote the listing will be notified so they can update their quotes if needed to suit any requirements that may have changed and/or any additional requirements you might have.

I have requirements in a lot of different markets. I would like suppliers that have data centers in multiple markets to provide a package deal. How do I do that?

The most efficient way to receive a bundled package deal is to create an RFP with all of the sites and requirements. Cloudscene will determine which suppliers can provide a bundled offer and invite them using a private listing. That way we can target who receives the package deals. We can also run public listings in parallel so you can evaluate all suppliers in order to get the best price.

I want to be able to get quotes for more than one term, can I easily ask for that?

Yes – when creating a listing, you can specify that you'd like to receive quotes for multiple different terms in the 'additional notes' section of the requirements.

I have an account team that I work with, why would I use this tool instead of sending my requirements to my account team?

If you have approved vendors and preferred contacts with specific service providers

that you already work with, you can use the vendor management function when creating a listing. It allows you to add your approved vendor and preferred contact to be specifically invited to provide a quote. Marketplace enables you to source and manage network services in an easy, streamlined way and in addition, you can not only source from existing vendors but also go to the open market to compare pricing.

If I don't receive enough quotes, can I extend the expiration date?

Yes, you can easily extend the expiration date by clicking the 'edit my listing' button and changing the listing's end date.

How can I end the listing early if I don't want additional responses?

You can choose to end your listing early by clicking the 'end listing' option within the listing. However, we recommend ensuring that all of your chosen service providers have responded to your listing before you do so – and/or you let them know why you've chosen to do this (which you'll be prompted to do if you end the listing) as we encourage transparent communication between buyers and sellers on Cloudscene Marketplace.

I only want Tier 3 data centers to respond to my request. How can I ensure I don't get responses that aren't part of my requirement?

It's possible to stipulate in your requirements that only certain providers should bid based on meeting specific criteria. Alternatively, by creating a private listing, you can invite only those service providers you wish to respond to your requirements – this will not be published publicly on Marketplace and no other vendors will be able to see or respond to your listing.

Do I contract with Cloudscene or directly with the supplier?

After using Cloudscene Marketplace for sourcing your optimum service providers, you then contract directly with the chosen supplier to fulfil your services. Cloudscene is not an agent or a reseller.

Does Cloudscene take a commission so my prices could be higher than normal?

Our goal is to ensure you are getting the most competitive rates, therefore, Cloudscene does not take any commissions and we do not charge fees to either the buyer or the seller. The price you receive is directly from the chosen supplier.

Will I receive the supplier contact information or does Cloudscene coordinate between parties?

When a supplier responds to your listing, you will receive an email notification with the supplier's contact information. The supplier will not receive your information until you contact them directly.

Does Cloudscene verify that the suppliers who use Cloudscene and may respond to my listings are legitimate?

Before a supplier is added in Cloudscene, we verify they are a legitimate supplier of colocation and/or connectivity. However, it is up to the customer to do their due diligence to ensure the supplier can meet your desired SLAs. This can be accomplished by establishing an MSA with the supplier or including your terms & conditions in the service order form.

I have one location where I just want to get a quote from suppliers that are on-net or near net. Is there a way to know that information?

Yes, you can use our Cloud Pathfinder tool to identify on-net and near-net suppliers at a particular address. You can define your requirements and send a quote request to multiple suppliers with just a click of a button!

Can I see information about data centers like the available suppliers at the site and specs?

Yes, each data center has its own profile in Cloudscene that includes technical details, certifications, service providers, network fabrics and cloud on-ramps that are available.

Cloudscene

Cloudscene is a leading marketplace platform for colocation data centers, cloud service providers, network fabrics, and cloud on-ramps. Built on a foundation of invaluable market data sourced by the industry, for the industry, Cloudscene is backed by the world's most comprehensive market intelligence database and has become the go-to resource for global, independent knowledge across 7,600+ service providers, 8,000+ data centers, and 110 countries. Cloudscene Marketplace brings together the sourcing and selling of network services empowering teams to make data-driven decisions in an entirely digital and automated way.

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