

SuperBroadband

Nationwide connectivity for the modern business

Business continuity depends on reliable connectivity everywhere.

Connectivity isn't a luxury—it's essential. From processing customer transactions to monitoring remote operations, from coordinating distributed teams to managing supply chains, connectivity powers the critical systems that businesses depend on every day.

Even a few minutes of downtime costs businesses an average of \$5,600 per minute;* and the cost goes beyond dollars. It's frustrated customers, stalled operations, and missed opportunities. Despite how critical connectivity has become, most businesses are stuck with an outdated approach that creates **four major challenges**:

Coverage is fragmented across providers and markets.

Traditional internet providers serve a patchwork of local markets. One ISP covers your urban locations, another serves suburban sites, and remote locations often can't get reliable service at all.

The impact: Opening new locations means researching local ISPs, multi-location businesses juggle different providers, and scaling becomes an operational nightmare.

Business continuity requires managing separate backup solutions.

When your primary connection fails, your business stops. Implementing backup requires finding and contracting with a second provider at every location, doubling the complexity.

The impact: Most locations operate without backup, vulnerable to every outage. The cost and complexity of dual providers make true redundancy impractical.

Remote and rural locations have limited options.

Traditional ISPs follow the fiber—and fiber doesn't reach everywhere. Businesses with remote operations face limited or no connectivity options.

The impact: Critical remote assets operate without real-time monitoring, field teams in rural areas lose connectivity when they need it most, and temporary sites wait weeks or months for installation.

IT teams face increasing complexity managing vendors.

Every additional provider means another contract to negotiate, another support relationship to manage, another set of equipment to maintain, and another billing system to reconcile.

The impact: Multiple contracts, different support contacts for each location, inconsistent equipment across sites, and higher operational costs from vendor management overhead.

Find a local ISP serving the location.



Need business continuity? Repeat the process to find a backup provider.



Deal with different plans, contracts, and terms from each provider.



What if no provider serves your location?



Maintain and coordinate varying equipment and support across your organization.

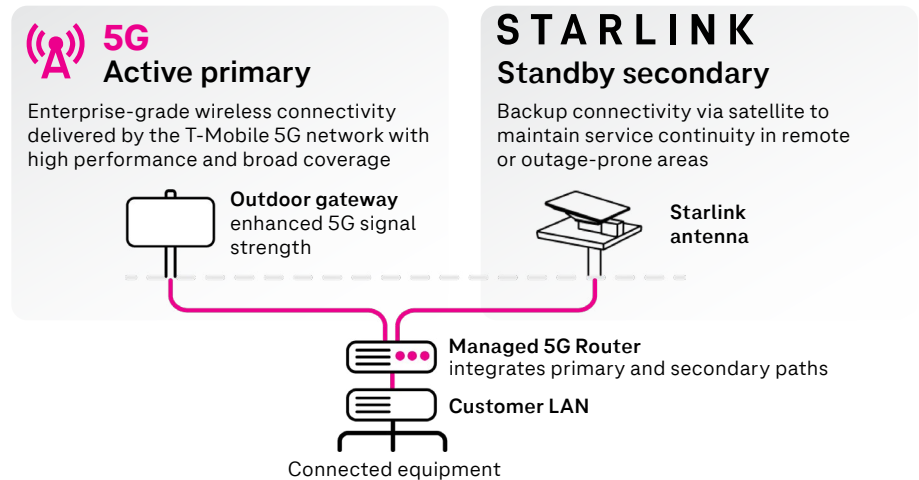
Source: Gartner, "Business and Technology Insights and Trends," 2025

A modern approach to connectivity is needed

Business Internet should enable operations everywhere your business goes, provide automatic backup when things go wrong, and simplify management so IT can focus on strategy. But the current approach can't deliver that.

SuperBroadband is the first nationwide broadband built from the ground up and the sky down

Powered by America's fastest 5G network, integrated with Starlink, SuperBroadband reaches every zip code in the U.S. Get enterprise-grade connectivity anywhere you do business with automatic failover and fully-managed support.



Ultimate redundancy

Business continuity is built in, not bolted on. Integrated 5G and Starlink connectivity work together to keep critical operations running through outages, congestion, and network disruptions—without requiring a secondary provider.



Unmatched coverage

Nationwide 5G plus Starlink reach connects virtually every location, including remote areas, so your business can operate nearly anywhere.



Unprecedented simplicity

SuperBroadband is fully managed by T-Mobile, giving you one provider, one contract, and one bill across all locations. No more sourcing local ISPs, managing multiple vendors, or maintaining separate solutions—just a streamlined approach to connectivity at scale.

Why T-Mobile

- **The most advanced 5G network:** First 5G Standalone core in the U.S.
- **Nationwide coverage:** Consistent service across all 50 states
- **Trusted by leading businesses:** 80% of the Fortune 500

Get started with SuperBroadband

Contact your T-Mobile account manager or visit [SuperBroadband.com](https://www.superbroadband.com) to learn more.