

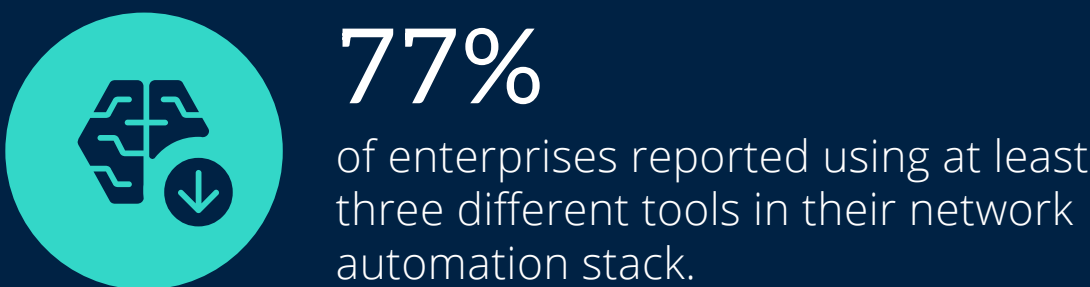
The New Era of Business Internet: Delivering Resilience, Performance, and Simplicity

Broadband internet access has become more indispensable than ever in the always-connected, highly interconnected world of business today for both huge global enterprises and smaller, distributed organizations. But ensuring that connectivity meets the needs becomes challenging when attempting to juggle non-stop resilience, peak performance at scale, and simplified operations. There's a new approach that enterprises should consider.

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Optimizing business internet is the goal, but complexity impacts network resilience

As organizations expand their operations, they are often impacted by fragmented connectivity capabilities across a mesh of headquarters, remote offices, and multi-regional facilities. This operational complexity, which can be aggravated by the need to work with multiple broadband internet providers, puts pressure on network resilience. Complexity is common as networks expand:

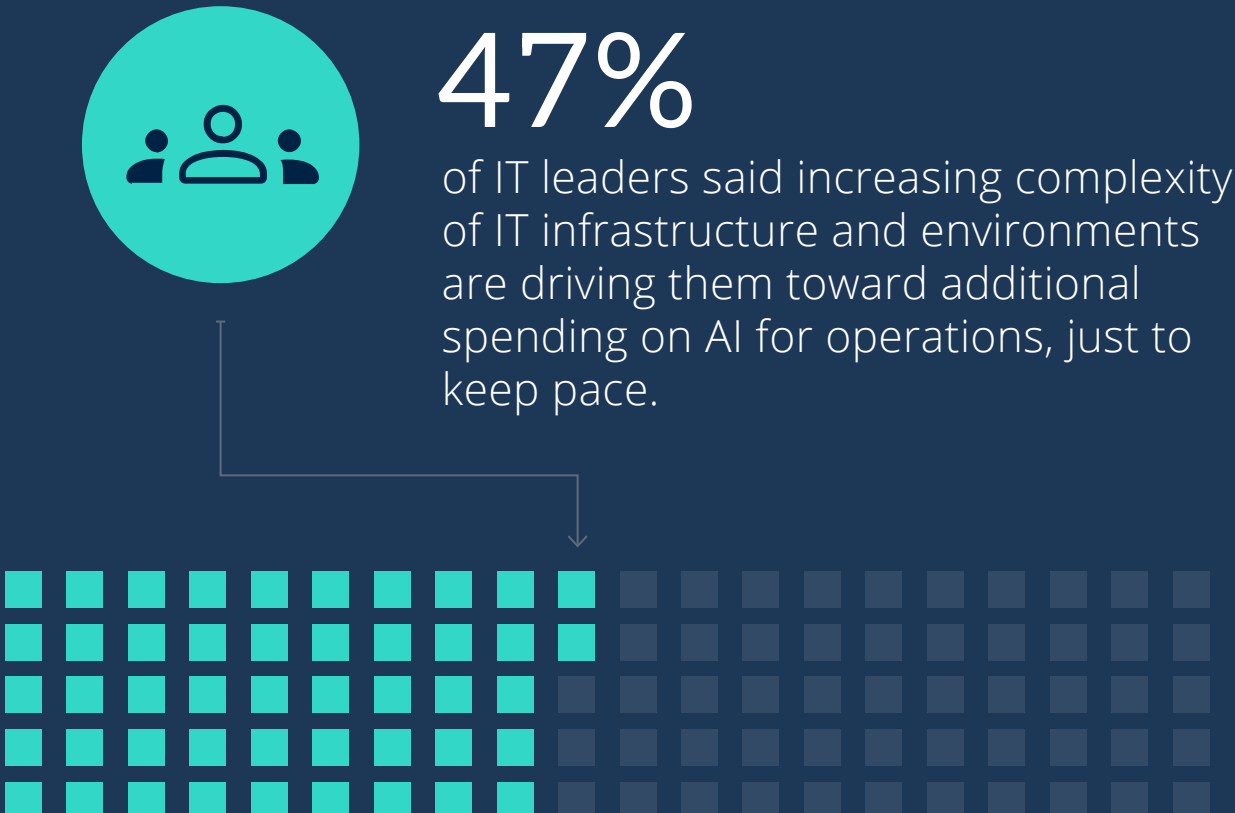


All too often, network downtime becomes a byproduct of increased complexity. This is leading many organizations to architect redundancy into their network infrastructure to ensure alternative connection methods when a component failure or human error occurs. This quest for redundancy is essential in helping to reduce downtime and ensure resilience.

Multi-access connectivity meets the need

Businesses large and small need a flexible, multi-access connectivity model to improve resilience, reduce operational complexity, and ensure high performance at scale across multiple locations.

An efficient solution has emerged, combining multiple access technologies—5G wireless networks and satellite-based broadband—to support a wide and growing range of business internet connectivity needs across locations. This helps to reduce, or even eliminate, single points of failure that disrupt business operations by interrupting users’ access to critical applications and data.



Most importantly, this multi-access solution can be delivered via a single, experienced, and market-proven provider, helping organizations significantly lower oversight burden and administrative costs by simplifying their broadband supply chain and reducing infrastructure complexity, so organizations can focus their spending on the business, not on new technologies just to keep pace.

T-Mobile SuperBroadband: A new connectivity approach for enhanced business internet

T-Mobile SuperBroadband complements existing high-performance 5G internet capabilities with Starlink’s low Earth orbit satellite network to deliver the most flexible, resilient, powerful, and secure connectivity platform for mission-critical business internet.

Organizations need new connectivity models to keep up with huge growth in network traffic, especially those shaped by AI and automated agents. **88%** of organizations agreed that networking is becoming more critical with the arrival of AI technologies. This puts a huge premium on resilience, performance, and operational efficiency. T-Mobile SuperBroadband provides customers with the following capabilities:



T-Mobile SuperBroadband is built for next-generation business internet

Organizations simply cannot afford to have connectivity that is inconsistent or difficult to scale or that creates operational complexity. That’s why they must adopt an always-on connectivity solution with built-in redundancy, simplified architecture, and unrestricted coverage.

T-Mobile SuperBroadband does that, delivering a foundation for next-generation business internet. Whether your organization is a global enterprise operating multiple facilities across a wide geographic region or a small or midsize organization operating in remote locations, SuperBroadband is engineered for ultimate redundance, unmatched coverage, and unprecedented simplicity.



Ultimate redundance



Unmatched coverage



Unprecedented simplicity

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