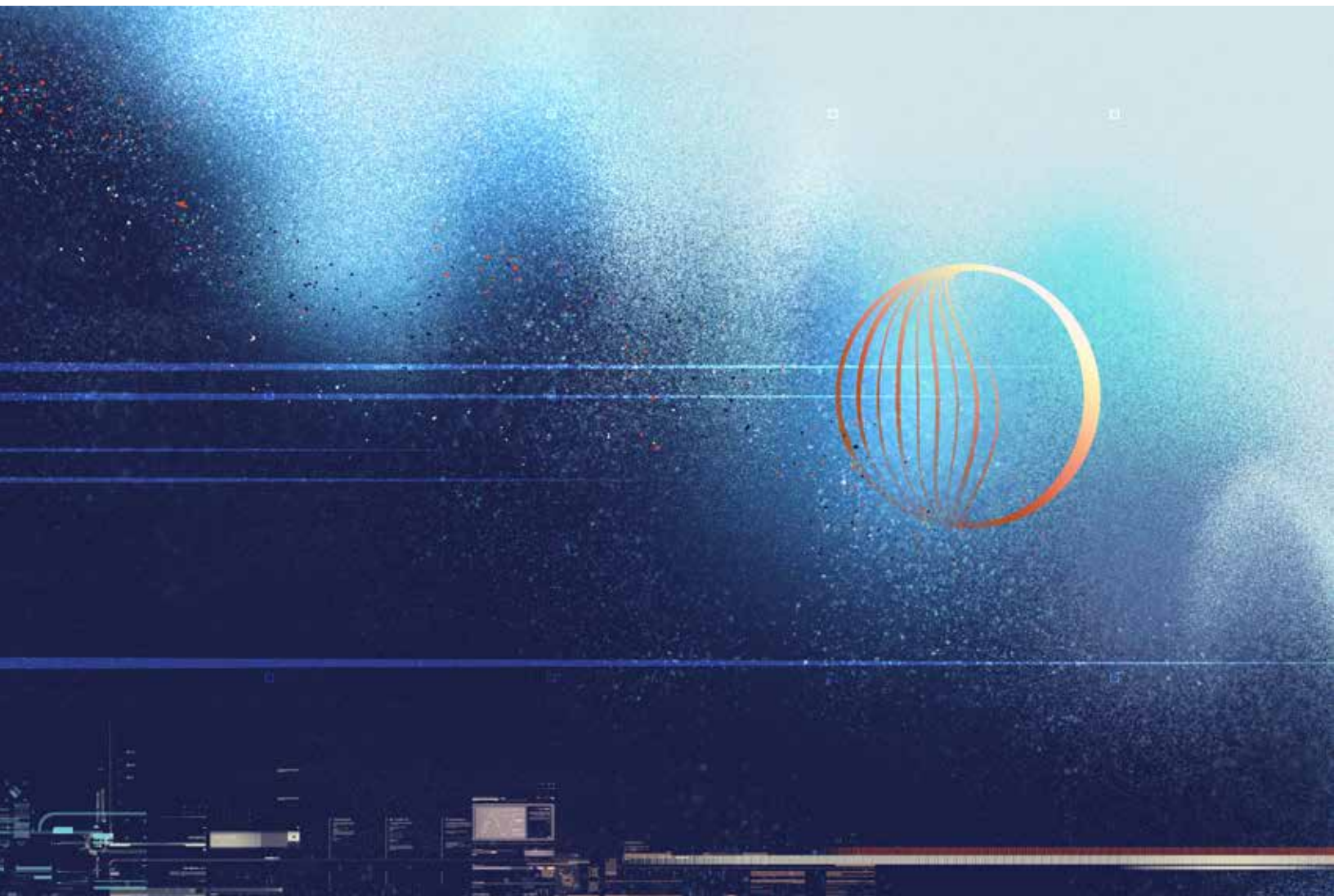




The Most Reliable Connectivity for Small Business

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The Stakes: Why Reliability Is the Foundation

For small businesses across the United States, the internet is no longer a convenience. Card payments, VoIP calls, and cloud applications all run over it, and when the connection fails, the business stops.

The financial consequences are immediate and measurable. Industry research estimates that unplanned internet outages cost small businesses between \$137 and \$427 per minute¹ in combined revenue loss, idle labor costs, and recovery expenses. For a restaurant in the middle of a lunch rush that loses its point-of-sale system, or a professional services firm that drops a client call, even thirty minutes of downtime can mean thousands of dollars in lost revenue and damaged customer relationships.

These stakes keep rising. Adoption of AI-powered tools and cloud-first operations means small businesses are more dependent on continuous connectivity than ever. A retail store running AI-driven inventory or a medical office relying on cloud-based health records cannot afford to treat reliability as an afterthought.

Yet despite this critical dependency, not all business connectivity services are created equal. Published reliability claims vary dramatically across providers. For the small business owner evaluating providers, these differences come down to a business continuity decision.

To answer the question of which provider delivers the most reliable connectivity for small businesses, Signal65 reviewed business network reliability claims and wireless backup solutions across the U.S. market. This report presents our findings.

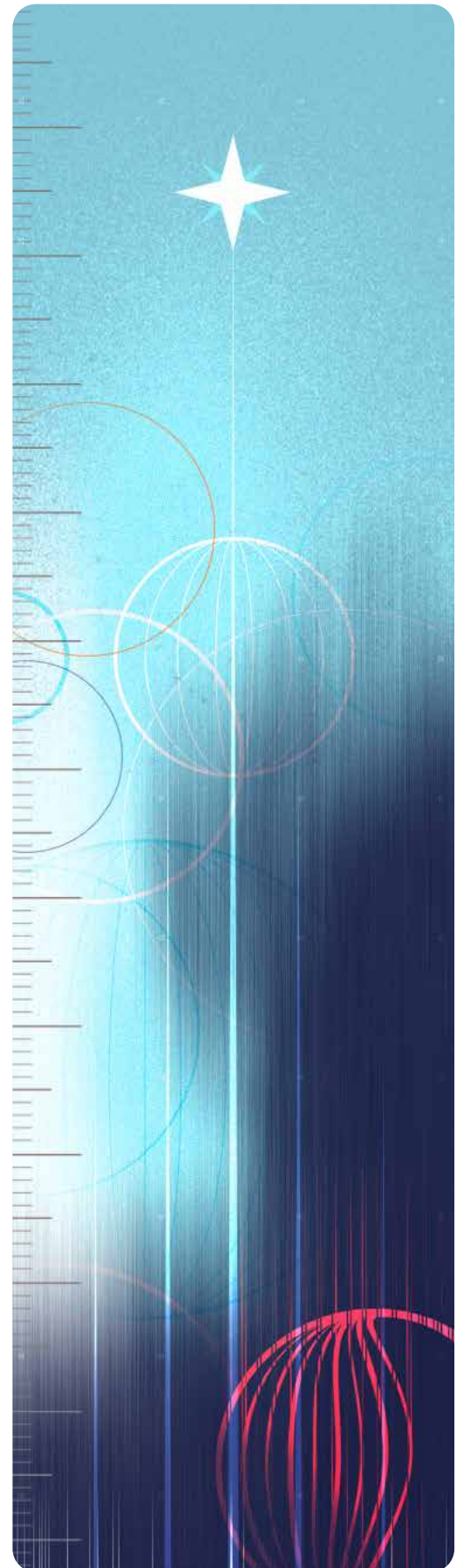
Key Findings



99.99% network reliability — One of the highest among major U.S. business network providers



3 networks, 1 backup — Two cellular carriers plus WiFi help keep your business connected



¹ Atlassian, "Calculating the Cost of Downtime," atlassian.com/incident-management/kpis/cost-of-downtime; range based on aggregated industry research including Ponemon Institute data.

Evaluating Business Internet Reliability

Methodology

Signal65 analyzed the published reliability claims of 18 business internet service entries across 18 unique providers, encompassing every major national and significant regional competitor in the U.S. market. The comparison covers standard, non-dedicated business internet service; dedicated internet access products, which carry formal service-level agreements, are excluded for all providers, including Comcast Business. For each provider, we documented the specific reliability percentage published on their business internet product pages and the source URL. All research was conducted through direct review of provider websites and product documentation.

Separately, we analyzed 10 wireless backup and internet continuity products to evaluate the secondary connectivity layer that providers offer when primary service is interrupted.

A complete listing of all providers, claims, and source links is provided in Appendix A and Appendix B of this report. Signal65 verified each claim against the provider's published materials on the date noted.

Key Finding: Comcast Business Leads on Reliability

Comcast Business publishes 99.99% network reliability, one of the highest figures claimed by a major provider with a nationwide footprint.

To put that number in context: 99.99% reliability translates to approximately 52 minutes of potential downtime per year. By contrast, 99.9% (the figure claimed by Spectrum, Frontier, CenturyLink/Quantum Fiber, Brightspeed, and Windstream/Kinetic, among others) translates to approximately 8 hours and 46 minutes per year. That is a tenfold difference in potential network downtime.

The National Competitive Landscape

Signal65 compared the 99.99% network reliability claim published by Comcast Business against 17 competitor entries across the U.S. market:

- **13 competitors publish lower reliability claims or none at all.** This includes every national-scale competitor: AT&T Business Fiber ("over 99%" with some pages now referencing 99.9%), Spectrum Business (99.9%), T-Mobile 5G Business Internet (no network reliability published), and Frontier Business Fiber (99.9%).
- **2 competitors match Comcast Business at 99.99% network reliability.** Verizon's Fios Business Internet product matches at 99.99%. The other, altafiber (formerly Cincinnati Bell), also claims 99.99% but serves only the Cincinnati/Dayton metropolitan area.
- **2 entries claim higher figures.** NextLight, a municipal utility serving only Longmont, Colorado, publishes 99.999% network reliability for its business plans. Fidium Fiber and Consolidated Communications (the same company, rebranded in 2025) claim 99.999% "core network reliability" for their fiber broadband service.

Among other major U.S. providers (AT&T, Spectrum, T-Mobile, and Frontier), no competitor publishes a higher reliability figure than the 99.99% published by Comcast Business.

Signal65 Comments: The gap between the 99.99% figure Comcast Business publishes and the claims made by some other competitors remains meaningful. Spectrum publishes 99.9% network reliability. AT&T publishes "over 99%" across its business internet portfolio, with a separate product brief citing 99.9% for shared Business Fiber. At 99.9%, both remain below 99.99% — a tenfold difference in potential network downtime.

Beyond Primary: The Backup Imperative

Even the most reliable primary internet connection cannot account for failure scenarios. Power outages and localized network disruptions can interrupt network service. This is why wireless backup solutions have become an increasingly important component of the small business connectivity stack.

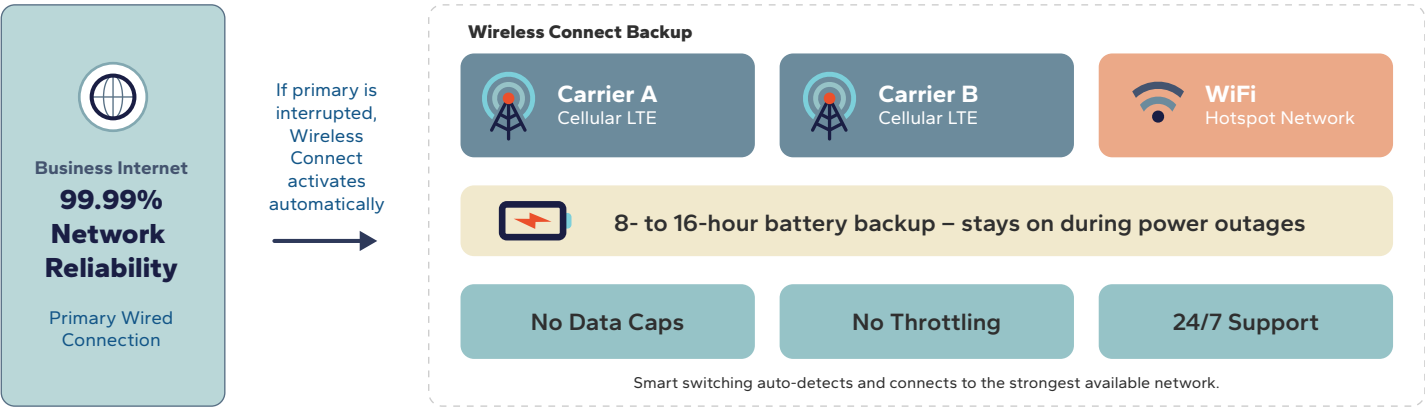
Signal65 analyzed 10 wireless backup and internet continuity products across the U.S. market, evaluating each on network architecture, battery backup, and data caps. Our analysis revealed a significant architectural divide in the market.

Single-Carrier vs. Multi-Network Architecture

Most wireless backup solutions rely on a single cellular carrier for failover. AT&T Business Wireless Backup Advanced 2.0, Verizon Backup and Flexible Use Internet, Spectrum Wireless Internet Backup, Frontier Internet Backup, and Cox Net Assurance all use single-carrier LTE or 5G to provide backup connectivity. AT&T has recently begun bundling built-in 5G backup on Business Fiber plans at 1 GIG and above, but this remains a single-carrier solution on the AT&T 5G network and explicitly does not function during power outages. If that carrier's network experiences issues in the customer's area — or if power is lost — the backup itself becomes unavailable.

Comcast Business Wireless Connect takes a different approach. It uses three backup pathways: two cellular carriers plus WiFi hotspot connectivity. The system detects outages and switches to the strongest available network without manual intervention. This addresses a limitation of single-carrier solutions: if one backup network is unavailable, two additional pathways remain.

Comcast Business: Layered Connectivity



Additional Competitive Differentiators

Beyond the multi-network architecture, Comcast Business Wireless Connect offers several advantages over competing backup products:

- **No data caps, overages, or throttling:** Comcast Business Wireless Connect has no data cap, no overage charges, and no throttling. By contrast, Verizon's tiered backup plans start at 500 MB per month, with additional data charged in 1 GB blocks. Where competitors do offer unlimited data, they throttle it — AT&T's Business Wireless Backup Advanced 2.0 drops to 3 Mbps after 30 GB, and Spectrum reduces cellular speeds after 100 GB. The satellite options are capped outright: Hughesnet includes 2 GB per month, with additional data for an additional cost.
- **8- to 16-hour battery backup included:** Power outages are a leading cause of internet disruption. Comcast Business includes up to 8 to 16 hours of battery backup, depending on level of backup service and number of connected devices. Of the nine competing products analyzed, only three include a battery at all — and AT&T's built-in 5G backup explicitly "does not work in the event of a loss of power."

Signal65 Comments: Optimum (formerly Cablevision/Altice USA) is the only other provider offering multi-carrier backup, but it claims 99.9% network reliability, compared with 99.99% for Comcast Business, and does not offer WiFi hotspots as a third failover pathway. Among major U.S. providers, Comcast Business Wireless Connect's three-pathway architecture is unique.

The Complete Picture: Business Internet + Wireless Connect

When business internet reliability and wireless backup are evaluated together, Comcast Business occupies a unique position in the national market. No other nationwide provider pairs 99.99% network reliability with a multi-network wireless backup solution. This combination addresses both day-to-day uptime and what happens when service is interrupted.

Competitors face one of two gaps. Major U.S. providers with broad geographic reach (AT&T, Spectrum, T-Mobile, and Frontier) publish lower network reliability figures or none at all and some rely on single-carrier backup solutions — even where backup is bundled, as with AT&T's built-in 5G on 1 GIG+ plans, it remains a single network with no battery backup.

For a small business choosing a major U.S. provider, Comcast Business is the only provider that pairs 99.99% network reliability with a backup layer carrying more redundancy than any competing solution. Together, the two products are designed to maintain connectivity through routine network interruptions, extended power outages, and individual carrier disruptions.

Conclusion

In a market where small businesses are increasingly dependent on reliable internet connectivity, the difference between providers is measurable and carries direct financial consequences. Signal65's analysis of U.S. business internet providers finds that Comcast Business, with its 99.99% network reliability combined with Wireless Connect's multi-network backup architecture, offers a level of connectivity resilience that no other single major U.S. provider currently matches.

On the basis of published claims and product capabilities, Comcast Business delivers the most reliable connectivity for small businesses.

Signal65 Assessment: *Based on our competitive analysis, Signal65 finds that the claim "the most reliable connectivity for small businesses" is substantiated by the data. The 99.99% network reliability published by Comcast Business is one of the highest figures among major U.S. business internet providers, and the multi-network backup architecture in Wireless Connect provides a failover capability unmatched by any competing single-carrier solution at national scale. Together, these products deliver the strongest published connectivity reliability available to U.S. small businesses from a single provider.*

Appendix A: Business Internet Reliability Claims by Provider

The following table summarizes the published reliability claims for all business internet providers analyzed in this report. Source URLs were verified as of September 14, 2026.

Provider	Product	Reliability	Source
Comcast Business	Business Internet	99.99%	business.comcast.com
AT&T	Business Fiber	"Over 99%" (some pages now reference 99.9%)	business.att.com/portfolios/business-internet.html
Spectrum	Business Internet	99.9%	business.spectrum.com/network-reliability
T-Mobile	5G Business Internet	No published network reliability	t-mobile.com/business/internet
Verizon	Fios Business Internet	99.99%	verizon.com/business/products/internet
Frontier	Business Fiber	99.9%	business.frontier.com/fiber-internet
CenturyLink/Quantum	Small Business Fiber	99.9%	quantumfiber.com/small-business
Brightspeed	Business Fiber	99.9%	static.brightspeed.com/c/small-business/business-fiber
Windstream/Kinetic	Kinetic Business Internet	99.9%	business.gokinetic.com/small-business-internet/broadband
Google Fiber	Business 2 Gig	99.9%	gfiber.com/legal/terms/business/sla/
WOW!	Business Internet	99.9%	wowforbusiness.com
Optimum	Business Fiber	99.9%	optimum.com/business/business-internet/business-fiber
altafiber	Fioptics Business Internet	99.99%	altafiber.com/business/internet/fioptics-internet
NextLight	Business Internet	99.999%	mynextlight.com/business-services/
Fidium Fiber	Business Fiber Broadband	99.999% ("core network reliability")	fidiumbusiness.com/services/fiber-internet/fiber-broadband
Astound/RCN	Business Class Internet	No published network reliability	astound.com/business/internet/business-class-internet
EPB Chattanooga	Business Internet	No published network reliability	business.epb.com/small-business-solutions/small-business-internet/
Ziply Fiber	Business Fiber	No published network reliability	ziplyfiber.com/smallbusiness

Appendix B: Wireless Backup Solutions by Provider

The following table summarizes the wireless backup and internet continuity products analyzed in this report. Source URLs were verified as of September 14, 2026.

Provider	Product	Technology	Data Cap	Battery	Source
Comcast Business	Wireless Connect	Dual-carrier cellular + WiFi hotspot	No data caps, no overage charges, and no throttling	8-16 hours	business.comcast.com/learn/internet/wireless-connect-internet-backup
AT&T	Built-in 5G Backup (1 GIG+)	Single-carrier 5G	Not disclosed	Not included — "Wireless backup does not work in the event of a loss of power"	business.att.com/products/business-fiber-internet.html
AT&T	Business Wireless Backup Advanced 2.0	Single-carrier LTE / 5G	Unlimited (3 Mbps after 30 GB)	Optional add-on	business.att.com/content/dam/attbusiness/briefs/business-wireless-backup-advanced2-brief.pdf
Verizon	Backup and Flexible Use Internet	Single-carrier 4G LTE	500 MB / 1 GB / 3 GB tiers, with overage blocks	Not included	verizon.com/business/products/internet/backup-failover/
Spectrum	Wireless Internet Backup	Single-carrier 5G	Unlimited (reduced speeds after 100 GB/mo)	8 hours	spectrum.com/business/small-business/internet/wireless-internet-backup
Frontier	Internet Backup	Single-carrier LTE	Not disclosed	Optional add-on (up to 8 hours)	business.frontier.com/internet-backup
Cox	Net Assurance	Single-carrier LTE	Unlimited (speeds may be limited for excessive use)	4 hours	cox.com/business/internet/backup-internet.html
Optimum	Business Connection Backup	Multi-carrier LTE	Not disclosed	8 hours	optimum.com/business/business-internet/connection-backup
Hughesnet	Internet Continuity	GEO Satellite	2 GB/mo	Not disclosed	internetcontinuity.hughesnet.com
Viasat	Backup Internet	GEO Satellite	50 GB high-speed, then unlimited standard data	Not disclosed	viasat.com/satellite-internet/small-business-internet/backup-internet/

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