

FIRST AND GOAL(S)!

T-MOBILE IS PREPPING FOR ANOTHER MVP NETWORK PERFORMANCE FOR THE BIG GAME ... BUT WE WON'T STOP THERE

The Field doesn't get enough credit.

It is, after all, where the magic happens; where memories are made for hundreds of millions in real-time, and the day can be won or lost. Come February 12, the Field is what viewers across the globe and the lucky ones inside State Farm Stadium in Phoenix will rely on for a once-in-a-lifetime experience.

PLOT TWIST!

Of course, we're talking about T-Mobile's Network Field teams (hence the capital F). And on the day of the Big Game, our Phoenix squad in the West Region will make sure memories are solidified via every tweet, share, text, call, and livestream.

"I'm thankful that (multiple teams) were able to come together and create (our best network ever) for the customers of T-Mobile in Arizona."— [REDACTED], Project Manager, Development

Ready to go long and catch a glimpse of what goes on behind the scenes?

Omaha! Omaha! Set ... Hike!

OH, SAY CAN YOU SEE MY INSTA STORY?

Our Field teams lay the groundwork for T-Mobile's network infrastructure and, ultimately, the fan experience. Truth bomb: our mobile devices amplify the glitz, corner blitzes, and media superstorm that descends on a global event like the Big Game. And T-Mobile's spectrum layer cake network – Neville Ray's and the Technology team's tasty creation and the envy of those other carriers – is what makes the Un-carrier Famous for Network.

PEAKS IN THE VALLEY

How much of a cellular traffic increase does the Big Game generate? During last year's game at SoFi stadium in Los Angeles, onsite fans generated 32.1 terabytes of Wi-Fi data. That's the equivalent of one person streaming 6 hours of 4K video every day for a month. This year, it's safe to assume that the Phoenix region is set to experience some park-your-car-and-walk-type traffic when it comes to the Glendale Sports and Entertainment District-

"Figuratively speaking, it feels like half the nation will be in Arizona for the weekend."— [REDACTED]

DIALING UP A GAME-WINNING DRIVE

Seismic events like the Big Game require long hours focused on widespread and innovative network upgrades, trusted teamwork and coordination, and lots of heavy lifting in all aspects of the phrase. But after the infrastructure has been added, peak traffic areas have been mapped and planned for, and dry-run testing has been performed, the mindset is that the day of the Big

Game really should be just another day in the life of America's fastest, largest and most awarded 5G network – albeit a long one.

“We want our customers using their devices seamlessly – without thinking about the network. That's a successful event to us.”— [REDACTED], Senior Engineer, Radio Frequency

50-YARDLINE SEATS? PSHHH ...

Where is the best place to be at kickoff? If you're in charge of keeping T-Mobile's network up and running, it's inside the command center, which is a great name for an otherwise ordinary looking building in the Phoenix market. This is where our field coaches and quarterbacks sit, tracking a myriad of metrics that tell us, at the highest level, one of two things: We're looking good or that our teams need to move fast to optimize the network. If necessary, one of our field techs will take the handoff and run to do what's necessary to optimize the network.

“We've got the tools in place – even some that we are designing specifically for the (Big Game) to monitor in a near real-time fashion. We'll have a full team of local experts – engineers, operations, techs, (and even) real estate and development folks. All the teams will have a spot in the command center, watching the network and looking to stem any issues as quickly as possible.”— [REDACTED], Senior Engineer, Radio Frequency

CUE THE CONFETTI

Come gameday, our network will excel. Why should we trust this GOAT-type prediction? Well, for one, we've been planning this for years. Not just at the Big Game, but beyond. And second, if, you were lucky enough, like me, this story's author, to see, feel and appreciate the calm, cool, composure of our regional teammates as they prep for not just any given Sunday, but every day, you too would bet on the team in magenta.

Game on.

LONGFORM QUOTE

[REDACTED] is a senior manager on the Phoenix market engineering RF deployment team and has been at the forefront of this year's Big Game preparation. “The Phoenix market is ready to help create an exceptional fan experience during this year's electric week of events,” said Robert. “Just like on the field, this is truly a team effort. Alternative Coverage Solutions, Development, Operations, RF Performance, and even the national teams all get MVP votes for optimizing the Phoenix network. T-Mobile has invested aggressively and strategically in the past years to prepare for events like these, but we won't stop there. Everyone who relies on T-Mobile every day for work, play and to stay safe should be very excited about our network enhancements.”

PHOTO CAPTIONS

Photo 1

Moo! A COW (cell site on wheels) sits outside Glendale's State Farm Stadium, ready for a massive uptick in cellular traffic. While most of the infrastructure T-Mobile builds is permanent, temporary COWs like these provide an efficient solution to large-scale events – like a little, ol' game of pigskin coming up on February 12.

Photo 2

Inside the stadium, our newly upgraded distributed antenna system provides the best coverage for big crowds in (relatively speaking) small spaces. The radio waves produced by this design don't travel far or penetrate buildings or other obstacles but their compact size is perfect for providing indoor coverage solutions for entertainment venues like State Farm Stadium.

Photos 3A, 3B

It's not just a set-up-and-go game: Lots of logistics and testing are done leading up to the Big Game and especially during, so that everyone can enjoy every experience at 5G speeds!