

When Downtime Isn't an Option, Neither Is the Wrong Network.

In financial services, the network is the institution. Digital banking. Real-time payments. Fraud detection. AI-powered decisioning. Every transaction, every member interaction, every regulatory obligation runs on connectivity. When it lags, customers lose confidence. Operations lose momentum. Risk creeps in.

Bluebird was built for organizations that can't afford to find out what happens when the network goes down.

Most Networks Weren't Built for What Financial Services Demand Today

Single Points of Failure Can't Wait

Most financial institutions run core banking, digital tools, fraud systems, and card processing over infrastructure that was never designed for today's workloads. One cable cut, one failed node, and teller lines freeze, transactions queue, members notice.

Security Is a Balance Sheet Issue

Ransomware appeared in 44% of all reported breaches in 2025, and 88% for small and mid-size organizations.¹ A single vendor breach cascaded across 70+ banks and credit unions through one firewall connection.² Path diversity and network segmentation aren't optional extras. They're part of your defense.

AI Is Exposing Infrastructure Gaps

67% of financial institutions are implementing AI, but only 16% have an enterprise-wide roadmap.³ Real-time fraud models, AI-powered customer service, and digital banking tools all depend on consistent low-latency connectivity at every branch. Not just headquarters.

\$152M

lost annually to connectivity
downtime across financial services⁴

~\$12K

lost per minute of
banking downtime⁵

89%

of FIs plan to add real-time payment
services in the next two years⁶

A Network Built for Institutions That Can't Afford to Slow Down

Bluebird is a 100% business-only fiber provider. No residential traffic competing for your bandwidth, no consumer division pulling attention. Every engineer, every dollar, and every decision is focused on organizations where performance and reliability are non-negotiable.

And because financial institutions can't afford a single point of failure, we engineer for path diversity from day one. Diverse fiber routes, ring topology pushed deep into metro access, and NOC locations across five Midwest cities mean your connectivity has redundancy built in. Not patched on after the fact.

Connectivity Services

- Dedicated Internet Access
- Wide Area Network
- Wavelengths / DWDM
- Dark Fiber
- Data Center Connectivity

Network Services

- SD-WAN
- Managed Router
- Managed Switch
- Managed WiFi

Security Services

- DDoS Mitigation
- Managed Firewall

Voice & Collaboration

- Hosted PBX
- SIP Trunking
- Cloud Contact Center
- MS Teams Direct Routing

The Bluebird Difference

UPTIME AND ACCOUNTABILITY

We Own What We Sell

We build fiber to your building. When something breaks, one team is accountable. No finger-pointing while core banking sits offline, no waiting on a subcontractor. One throat to choke, one team that fixes it and tells you what happened.

SUPPORT

24/7 Midwest NOC — Real Engineers, Not Scripts

Call at 2am and reach an engineer in Grand Rapids, Lansing, Kansas City, Cleveland, or Detroit, someone who can see your circuit and fix it. Not open a ticket. Not read from a script. Not escalate to a tier that escalates to another tier.

SECURITY

Security Built In, Not Bolted On

Managed Firewall, DDoS Mitigation, and compliance-conscious network design. We own the network piece of your security posture: data in transit, path diversity for resilience, and segmentation. Financial services is one of the most targeted industries. We help reduce your attack surface without adding overhead to stretched IT teams.

DIVERSITY AND RELIABILITY

Path Diversity and Automatic Failover

We engineer true path diversity, not separate vendors on the same conduit. Ring topology with diverse physical routes designed so that when a cable gets cut, traffic reroutes in seconds. Core banking stays up. Fraud models don't miss a transaction. For financial services, that's the difference between a non-event and a regulatory conversation.

AI READINESS

Built for AI Built for AI and Real-Time Operations Workloads

Real-time fraud models need constant low-latency connectivity. A hiccup during a transaction surge means missed fraud and direct financial exposure. AI-powered customer tools need consistent performance at every branch. We architect for these workloads across your entire footprint, not just headquarters.

SPEED AND AGILITY

Weeks to Connect, Not Quarters

Privately held and locally operated. Decisions in days, not approval queues. Quotes turn fast. New sites connect in weeks. With 200+ CU mergers projected in 2026,⁷ speed to connect acquired locations matters. The institutions that move fastest on connectivity win the integration.

One Provider. Twelve States.

MN · WI · MI · IA · IL · IN · OH · MO · KS · OK · TN · KY

One contract, one engineering team, consistent SLAs. Whether you have two branches or twenty-two.

Your Institution Can't Afford Lag Neither. Neither Can Your Customers.

Let's make sure your network doesn't become the primary risk conversation. Bluebird works with Midwest financial institutions, community banks, regional FIs, credit unions, and specialty firms, to architect connectivity that performs under pressure.



1-855-BLUEBIRD | Visit bluebirdfiber.com
Financial Services. Connectivity built for performance.

¹ Ransomware in 44% of all reported breaches in 2025; 88% for SMBs. Verizon DBIR, 2025. ² Single vendor breach cascaded across 70+ banks and CUs through one firewall. American Banker, December 2025. ³ 67% of FIs implementing AI; only 16% have an enterprise-wide roadmap. Wipfli Financial Institutions Outlook, 2026. ⁴ \$152M in annual revenue lost to connectivity downtime in financial services. Splunk, 2023. ⁵ Banking downtime estimated at ~\$12,000/minute. EMA Research, 2024. ⁶ 89% of FIs plan to add real-time payment services in the next two years; FedNow is the top priority. Jack Henry & Associates, 2025. ⁷ 200+ CU mergers projected nationally in 2026; Midwest disproportionately active. CEO Advisory Group, January 2026.