



“Who doesn’t know about Speakeasy? With our time-sensitive production schedule and the enormous files we handle, we need the reliability Speakeasy delivers. It’s a good value for the money, and you can’t beat the customer service. ”

— Robert Khoo, Director of Business Development, **Penny Arcade**

Penny Arcade is a gaming web comic with a readership of about 4.7 million rabid fans. The comics posted every Monday, Wednesday, and Friday feature Tycho and Gabe – cartoon alter egos of writer Jerry Holkins and artist Mike Krahulik respectively – playing and commenting on computer and video games, and also discussing the minutiae of Internet culture. The site debuted in November 1998 and now employs six people, hosts an annual gaming convention called PAX, and operates entirely on advertising and merchandise revenue.

| | CHALLENGE | SOLUTION | RESULTS |
|-------------|--|---|---|
| RELIABILITY | Fans expect the Penny Arcade comic to appear three times a week, as it has for seven years. Game corporation clients expect timely action and won’t accept “our ISP is down” as an excuse for production delays. | Speakeasy OneLink 6.0/768 DSL comes with a 99% uptime guarantee and the sturdy infrastructure of Speakeasy’s multi-redundant nationwide network. A second DSL line at a remote location keeps data moving around the clock. | Penny Arcade never misses a deadline and keeps advertisers happy. “It’s all about opportunity cost,” says Khoo. “There may be cheaper DSL, but not with this kind of phenomenal reliability. ” |
| SPEED | Penny Arcade deals with enormous files – including 500+ MB graphics – on a daily basis. They need maximum bandwidth for fast transfers. | Unlike cable, Speakeasy DSL provides a dedicated line – no sharing of bandwidth with other subscribers. | Penny Arcade enjoys constant speed. Plus, capacity management on Speakeasy’s privately managed network prevents bottlenecks. |
| DEDICATION | Like any fast-moving business, Penny Arcade doesn’t have time to wait or make multiple calls when they have questions about their broadband. | Whenever they need anything, Penny Arcade makes a quick call to Speakeasy’s industry-leading customer support team. | With Speakeasy, Penny Arcade never has to wait to talk to a support representative. Their time is valued and one point of contact can resolve any issue efficiently. |