



retail entertainment design

“When I have a commitment to deliver content to my clients, it has to be delivered. We considered every available option – including moving our office – and found that Speakeasy Business Ethernet was the only affordable service offering the bandwidth we needed to continue operating our business effectively. The install was simple, and the reliability has been brilliant.”

— Brad Hirsh, **President + COO**

Retail Entertainment Design (R.E.D.) is an entertainment marketing company that delivers media experiences to Fred Meyer, Hollywood Video, Costco Canada, Hot Topic, Tween Brands (Justice and Limited Too), and many other retail partners. Their work involves developing video media experiences for over 12,000 retail stores nationwide. Media elements include High-Definition footage, music videos, movie & game trailers, merchandising features, branding elements and advertising messages woven together uniquely for each brand. Based in Bellevue, Washington, the company has about 25 employees.

SAVINGS

CHALLENGE

As more and more clients requested digital file delivery, R.E.D. quickly outgrew their 1.5 Mbps T1 connection. They were sending large video files in shifts around the clock and still struggling to keep up with demand.

SOLUTION

With a 10x10 Mbps Speakeasy Business Ethernet connection, R.E.D. can easily deliver massive video files across their network to hundreds of retail locations. And they can upload new content at the same time.

RESULTS

Speakeasy Business Ethernet gives R.E.D. the **reliable bandwidth they need to keep their commitments to clients**. Plus, employees are now free to access the Internet – even when files are uploading or downloading.

SERVICE

R.E.D. investigated every possible option for increasing their bandwidth, including moving their office. The only other adequate option would have required extensive capital expense.

Speakeasy Business Ethernet uses existing infrastructure, so there’s no need to run cable or upgrade facilities. The capital costs are limited to one piece of equipment – a Hatteras Networks HN400 loop aggregator.

R.E.D. **saved tens of thousands in capital costs** with Speakeasy Business Ethernet. Plus the alternative would have required monthly service fees at least 50% more than what they’re paying with Speakeasy.

COMPETITIVE EDGE

R.E.D. needed a bandwidth solution that was just as reliable as a T1, without being expensive or complicated to install.

With a 99.99% uptime guarantee, Speakeasy Business Ethernet delivers T1-equivalent reliability. And the installation process required less than three hours of on-site work.

R.E.D. was up and running quickly and has enjoyed **consistent uptime**. They’ve even been able to cancel their back-up DSL lines.

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