

TalkTalk
Business



**ACHIEVEMENT UNLOCKED:
TALKTALK BUSINESS CONNECTIVITY
POWERS UP MANCHESTER-BASED
GAMING BAR**

**THE
CUSTOMER**

Pixel Bar is reimagining the urban social experience by blending esports and gaming with all the facilities and comforts provided by a modern, well-equipped bar.

Customers can socialise with friends while enjoying cocktails, carbs and the latest consoles. Pixel Bar offers everything from retro arcade machines and modern consoles, all the way to high-spec gaming PCs powerful enough for online esports tournaments.

talktalkbusiness.co.uk
0800 954 5707
Lines are open Mon-Fri 8:30am - 6pm

THE CHALLENGE

"IF WE DON'T HAVE INTERNET, WE BASICALLY STOP OPERATING. HAVING GUARANTEED PEACE OF MIND EVERY DAY WE OPEN THE DOORS IS SUPER VALUABLE TO US."

CRAIG RYAN, CO-OWNER
PIXEL BAR

The first site that co-owner Craig Ryan and his team set up was in Leeds. Soon after the bar opened, the business experienced several issues with the connectivity that a different provider had installed.

For Pixel Bar, robust, resilient connectivity is critical to the running of the business – put simply, it can't function without it.

Unfortunately, Pixel Bar experienced several instances of major packet loss, to the point of the connection dropping out, preventing online play as well as delaying game downloads and updates. After several complaints to the provider, the issues petered out and Pixel Bar set their crosshairs on opening a second site in Manchester.

Planning to offer access to 10 high-spec gaming PCs, three more used for streaming live games, as well as 12 next-gen gaming consoles, Craig knew he would require a similar high-bandwidth, low-latency connection for the new Manchester premises.

Craig also needed a more reliable connectivity partner who could deliver his new connection in time, on budget and without any issues after the site was live. Wanting to get the new site open as soon as possible, he reached out to several providers to find a solution that met his tight deadline.

Craig knew he needed a symmetrical 1Gb/s Dedicated Leased Line connection to handle all the data coming in and out of the premises.

This would provide the reliable connectivity Pixel Bar required to run the gaming hardware that was essential to the business, while also supporting its day-to-day operational requirements, across EPOS systems and back-office devices. Further, it would deliver a Wi-Fi connection robust enough to handle up to 250 customers' browsing and social media demands on a busy Friday night.

Dedicated Leased Lines are the ultimate in connectivity, delivering a private connection that isn't shared by any neighbouring businesses, for the best possible reliability, matched with the highest speeds and lowest latency.

But because it's a bespoke solution, the Leased Line installation process is complex and requires time to survey the local area in order to deploy an optimal connection. In fact, with some providers the process can take months to complete.

In his early conversations with TalkTalk Business, Craig quickly discovered that the team is highly experienced in delivering Dedicated Leased Lines to tight timelines, installing these connections faster than other major providers.

He was also pleasantly surprised by the energy and enthusiasm of the TalkTalk Business team. And following an in-person meeting at our Soapworks HQ, Craig was fully confident that TalkTalk Business was the perfect Player 2 to support him on his mission.

Delivering the Dedicated Leased Line to meet Pixel Bar's timeline was a challenge, but TalkTalk Business were more than up to it. They communicated proactively with Craig at every stage of the process. And although there were complications beyond TalkTalk Business's control, these were quickly escalated to senior staff members and resolved promptly.

TalkTalk Business delivered the connection within Craig's deadline, ensuring the new site could open on time, as planned.

Pixel Bar Manchester is now fully operational, offering the kinds of seamless hospitality experiences that modern patrons have come to expect, such as sharing social posts via on-premise Wi-Fi, ordering drinks through a web app and contactless payment. The connectivity has seamlessly supported Pixel Bar's footfall and delivered a flawless, stutter-free gaming experience that's essential for competitive online gaming.

The Manchester site has been open for around a year now and although Craig has benefitted from the peace of mind of having a dedicated account manager, he's had no cause to reach out yet.

The Pixel Bar team have been impressed by the support TalkTalk Business provided from start to finish and the connection has delivered exactly what the business needed. And after such a positive experience, Craig is now looking to switch the Leeds site over to TalkTalk Business as soon as possible.

As for the future? Craig is already looking for the next location to expand the business further. And when the time comes, he knows that with the TalkTalk Business team right behind him, Pixel Bar can level-up confidently.

THE SOLUTION

"THE LEASED LINE HAS BEEN BRILLIANT FROM DAY ONE. IT'S AN INCREDIBLY RESILIENT CONNECTION AND HAS HANDLED EVERYTHING WE'VE THROWN AT IT!"

CRAIG RYAN, CO-OWNER
PIXEL BAR

THE RESULTS

"OUR CONNECTIVITY HAS GIVEN US EVERYTHING WE WANTED. IT'S ENABLED US TO CREATE FLAWLESS ONLINE EXPERIENCES FOR EVERY CUSTOMER AND MEMBER OF STAFF, EVERY TIME."

CRAIG RYAN, CO-OWNER
PIXEL BAR