

CASE STUDY- PENNY ARCADE

Penny Arcade is a popular webcomic that caters to gamers. PA decided to migrate their forum to Vanilla when administrating the forum software and servers became too costly and time-consuming. The results:

- ✓ Improved uptime
- ✓ Lower maintenance costs
- ✓ A happy community



Background

Penny Arcade, a media' company catering to gamers, relies on its discussion forums to keep the community engaged and to get instant feedback on its initiatives. As such, the forum is an integral part of the business and has the same uptime and performance requirements as all other customer facing systems.

The Need

In early 2011, Robert Khoo, President of Penny Arcade, decided that he was spending too much time administering and fixing the software that ran Penny Arcade's immensely popular discussion forum. If the month was good, Robert and his team would be spending about 30 person hours on maintaining the software, and when things went wrong, this could spike upwards of 300 hours.

"Our forum sees about 30 million posts per year and several million page views each month. Our previous solution just wasn't architected for this kind of scale. Newer versions of the software presented security vulnerabilities, so we started on a very thorough selection process to find a replacement," said Robert.

The Selection Process

Penny Arcade's selection process took into consideration not only security, scalability and features; they also wanted a good working relationship with their new vendor. Moving a large active community onto a new platform is a delicate task. "We spent a long time kicking the tires of several providers but, in the end, Vanilla was the clear choice. We felt that they were the only ones who understood the nuances of our community and would provide us with the level of service that we needed to pull this off."

The Result

The result of the switch spoke for itself. "I'm ridiculously happy with how the migration went and with the relationship we have with Vanilla. Not only does our membership appreciate the modern and stable discussion forum, but from the operational side, my tech team is now spending at most 2 to 3 hours a month on forum related issues."

