

Arsenal Football Club



“When the decision was made to move from our previous CDN partner of 9 years to Limelight, I had only been with Arsenal for a short time. Lucky for us we had a great Limelight team before, during and after the implementation. It went so smoothly that we experienced not even a ripple; my boss didn’t even know when we moved over. If the switch hadn’t gone as smoothly as it did, I probably wouldn’t have the level of trust I have today within the club.”

– JOHN DOLLIN, Senior Systems and Operations Manager for Arsenal Football Club

 Delivery

 Performance

Limelight Networks Helps Arsenal Football Club Update and Engage Fans Anytime, Anywhere

Arsenal Football Club has entertained millions of passionate fans for over 125 years and is one of the leading football clubs in world. Although the methods of connecting with fans have evolved throughout its rich history, Arsenal strives to create an on and offline sense of community for its neighbours in North London, throughout the UK, and more recently, across the globe.

Arsenal’s Challenge: Improve Performance and Quality of Experience for Its Growing Fan Base

With 100 million fans around the world and millions of daily page views, Arsenal needed a platform that could support a consistent and engaging digital experience on Arsenal.com. To add to the challenge, they also needed to be ready, without notice, for spikes in traffic that occur during the football transfer window or when fans seek to confirm rumours. Additionally, quick spikes in site traffic occur when fans look for information about who is playing that day or for live match commentary, match results, or post-match reports. Often without warning, up to 250,000 unique visitors must be served within a small window of time.

“If you haven’t got a CDN that protects you from traffic spikes that can come at you like a big tsunami wave, you will find that you will have outages.”

– JOHN DOLLIN, Senior Systems and Operations Manager for Arsenal Football Club



-  Delivery
-  Performance

Arsenal's Solution: Limelight's CDN Enhances Arsenal.com's Responsiveness and Brand Around the Globe

After evaluating and testing a number of CDN solutions, Arsenal decided to team up with Limelight Networks for the following reasons:

- **Global reach and scalability**—Limelight Networks owns and operates one of the world's largest private CDNs, enabling fans to bypass the congested public internet to ensure great digital experiences anywhere in the world.
- **Unmatched stability and performance**—Ensuring that Arsenal.com remains available at all times required a CDN that could scale to meet peak demands. Limelight is uniquely capable of delivering a high quality experience any time fans request to view streaming video, read static content, or look up game results.
- **Seamless implementation**—Limelight's knowledgeable technical implementation team began with weekly calls directly with the Arsenal team to build a comprehensive plan that resulted in a painless transition.
- **Mobile traffic delivery**—Mobile is the biggest source of traffic to Arsenal.com, especially in markets outside of the UK and the rest of Europe. Arsenal needed a CDN with a robust mobile solution that could support its mobile users, wherever they are and on any device.
- **Direct support**—Arsenal needed a new vendor with a proven history of superior technical support and responsiveness. With Limelight, they have direct access to support resources around the clock.
- **Cost containment**—Arsenal has been able to strike a balance between staying on budget and gaining the CDN functionality required at a competitive price.

Contact us for more information about Limelight Networks and our services.

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