

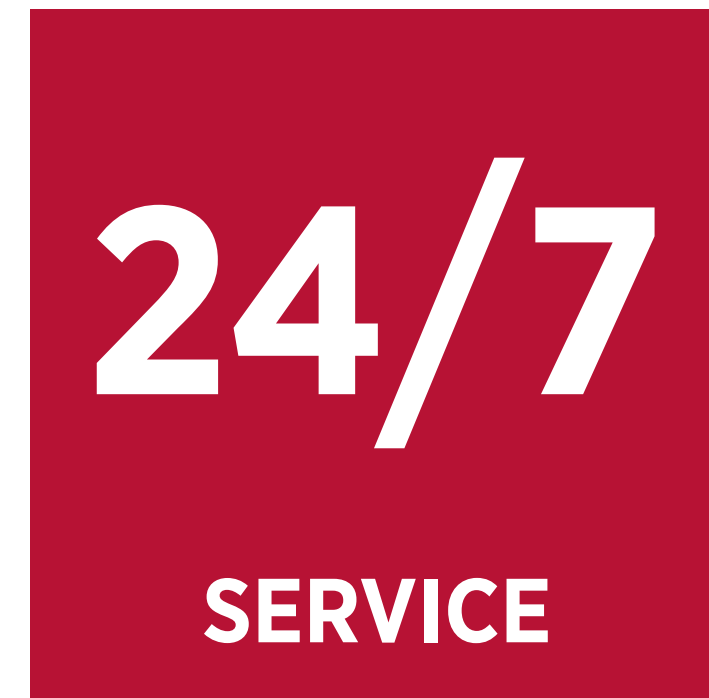
*HOW GCI INTERNET BEATS DSL*  
**THE STRAIGHT COMPARISON**





# GCI INTERNET VERSUS DSL

How do GCI Internet and DSL compare? In Alaska, GCI Internet comes out on top. More Alaskans choose GCI<sup>1</sup>, and when you stack GCI Internet and DSL side by side, the facts and data tend to speak for themselves. GCI is faster, lower cost, and here for you 24/7/365.



When it comes to Internet for your business, take a moment to make a comparison of your own. See how the technologies differ, along with their pricing and service.

1. According to GCI financial and subscriber reporting.



*SPEED*

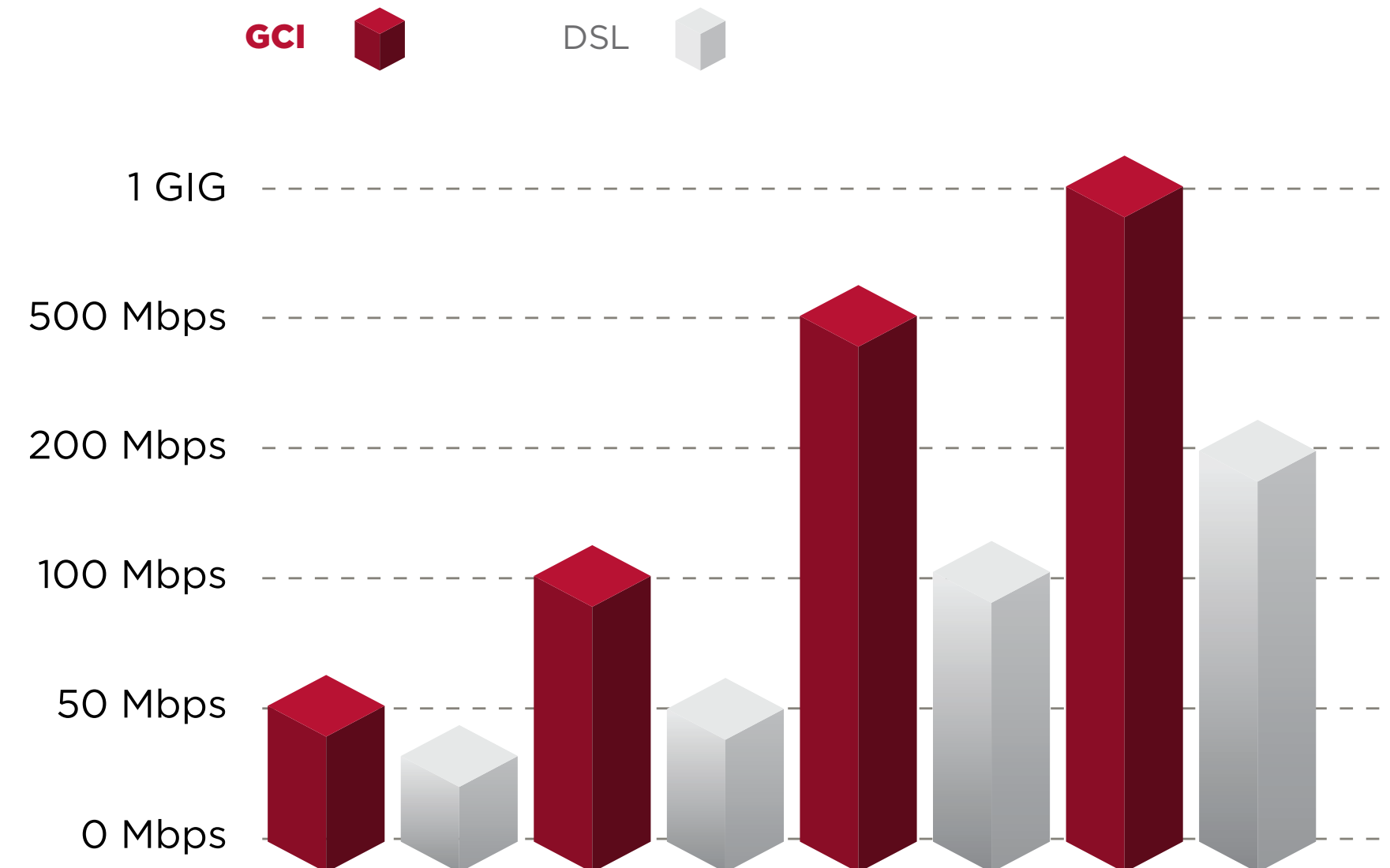


# SPEED—GCI IS FASTER

## DSL CAN'T ALWAYS DELIVER THE SPEED YOU WANT.

For example, you may want a 50 Mbps plan, only to find out that DSL in your location is limited to 18 Mbps. That's because DSL makes broad use of "balanced pair" wires that typically slow down speeds over distance.

With GCI Internet, speed is not limited by distance traveled because cable connections are designed for high quality and capacity. In addition, we're adding more fiber to our network for the fastest speeds in Alaska. See how our speeds stack up.



† Available in select locations.



# *SPEED—SUPERIOR PERFORMANCE*

## **GCI INTERNET OFFERS STRONG PERFORMANCE DURING PEAK BUSINESS HOURS.**

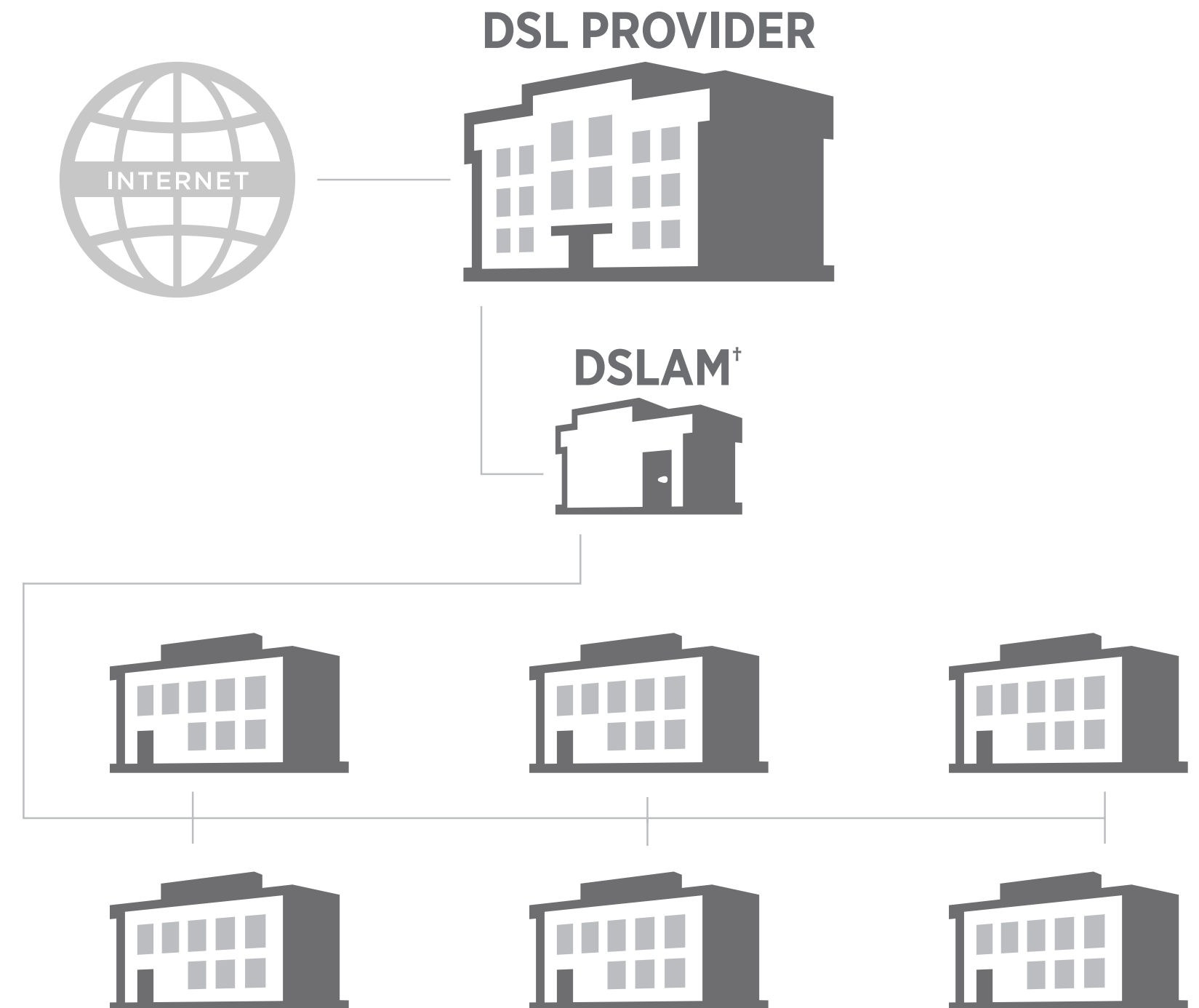
We closely manage our network capacity and other factors that provide you with the best speed and performance. Moreover, cable Internet offers stronger performance in general, as backed by the Federal Communications Commission and its “Measuring Broadband America” program. Its most recent study from 2014<sup>1</sup> looked at providers across America and found that on national average cable Internet has the edge over DSL in delivering advertised speeds during peak hours.

1. <https://www.fcc.gov/reports/measuring-broadband-america-2014>

# SPEED—KNOW WHAT YOU’RE GETTING

## CONTRARY TO SOME CLAIMS, TYPICAL DSL LINES ARE NOT “DEDICATED.”

They are part of a shared network, meaning that a typical DSL service connects to the Internet through a neighborhood wire center, which is shared by multiple customers. True “dedicated Internet access” is defined as a dedicated, point-to-point service that is directly connected to the Internet.<sup>1</sup>



1. Wikia IT Law

<sup>†</sup> A DSLAM is a device used by Internet Service Providers (ISPs) to route incoming DSL connections to the Internet. A DSLAM combines a group of subscribers’ connections into one aggregate Internet connection.

*VALUE*





# VALUE—GCI PROVIDES MORE FOR LESS

## GCI INTERNET OFFERS HIGH SPEED AT A LOWER PRICE.

When you compare GCI Internet and DSL side by side, you'll see that GCI is lower price—up to 70% lower. You'll also see that GCI offers high speed plans that DSL can't.

For example, we offer a 500 Mbps plan for \$249.99 a month, whereas DSL tops out at 200 Mbps for \$649 a month. That's 60% slower speeds while still charging you nearly \$400 more per month than GCI.

	<b>GCI</b>	<b>DSL</b>	<b>SAVINGS</b>
<b>10 Mbps</b>	<b>\$59.99</b> <small>PER MONTH</small>	<b>\$139.99<sup>†</sup></b> <small>PER MONTH</small>	<b>56%</b>
<b>50 Mbps</b>	<b>\$85.99</b> <small>PER MONTH</small>	<b>\$279.99<sup>†</sup></b> <small>PER MONTH</small>	<b>70%</b>
<b>100 Mbps</b>	<b>\$134.99</b> <small>PER MONTH</small>	<b>\$359.99<sup>†</sup></b> <small>PER MONTH</small>	<b>62%</b>
<b>500 Mbps</b>	<b>\$249.99</b> <small>PER MONTH</small>	<b>N/A</b>	<b>N/A</b>

Want to see more plans and pricing?  
Visit [gci.com/business-internet](http://gci.com/business-internet) for full details.

<sup>†</sup> Compared to Alaska Communications base pricing, September 2015





# VALUE—NO CAPS, NO SURPRISES

## GCI DOES NOT PUT A “CAP” ON YOUR DATA.

You can use all the apps and services you always use. In fact, 95% of GCI Internet customers fall well within their usage every month.<sup>1</sup> Plus we'll give you simple tools so you always know where you stand.

If you end up needing just a little extra data here and there, we can set you up with data buckets in \$10 increments that still save you far more than DSL.<sup>2</sup>

**95%** OF GCI  
INTERNET  
USERS FALL  
UNDER THEIR  
USAGE EACH  
MONTH

1. Based on GCI usage data, May 2015

2. See our white paper for full details.

# *SERVICE*

*SERVICE—GCI IS HERE 24/7/365*

**BETTER INTERNET  
WITH BETTER SERVICE.**

GCI is based in Alaska, and so are our call centers and service teams. We get what's important when it comes to doing business here in Alaska, and we back that up with 24/7/365 dedicated support from GCI's Business Technical Support.





# SERVICE—PUT US TO THE TEST

## SEE THE DIFFERENCE FOR YOURSELF

What really counts is to see what works for you. Because that's so important, we've made it easy for businesses to try GCI Internet.

Your business can try GCI Internet risk free<sup>1</sup> for 180 days, starting at \$59.99 a month with GCI Complete 180°. It lets you put us, and our service, to the test. If you're not satisfied with the speed, value, or usage after 180 days, you can do a "complete 180" back to your previous provider.

TRY **GCI**  
INTERNET  
RISK FREE  
TODAY

**COMPLETE**  **180°**

[gci.com/complete-180](https://gci.com/complete-180)

1. Program conditions apply.





*AND THERE'S MORE TO THE STORY...*

**THIS IS JUST THE START  
OF THE COMPARISON.**

More detailed pricing discussions, more information about speed, and more guidance on choosing a plan that works for you—it's all included in our companion white paper.

Download it for free or simply follow up with your sales rep for more. Either way, we're happy to help and get your questions answered.

**DOWNLOAD  
THE WHITE  
PAPER **HERE****