

Tenesys - AWS - Roboticket

cooperation case study

Introduction

Roboticket is a cloud-based ticketing application created for sport clubs and venues prepared for the future. Our software is made to deliver the best quality in ticketing and hospitality industry.

Using Amazon AWS infrastructure Roboticket is always ready to work and ready to be scaled up to handle a big load. Thanks to geolocation services fans always get good quality access to their accounts from any location across the globe. HA mechanism and DB live replication allows us to focus on clients needs without being worried about their data being available 24/7.

Cloud-based solution also means less hassle for the clients. All you have to do is open an internet browser and log-in. No software installation on local PCs nor server configuration is necessary. Also no technical special stuff is needed to be on site. Starting with Roboticket is easy and doesn't cost extra money.

About - Roboticket

Roboticket is a robust ticketing system focused on demanding sports market. It provides many useful features especially important for clubs wanting to create a long lasting relationship with fans. The system is built upon specific requirements coming from ticketing managers and people doing everyday ticketing job in sport clubs. This is why you can expect from Roboticket much more than from other systems that were developed to sell single tickets for concerts, theater or cinema.

“Roboticket goes far beyond single tickets sale and suites perfectly for our complex needs”

Mikkel Bjerre, FC Copenhagen Ticketing Manager

FC Copenhagen - 2017 Alka Superliga Champion, 2016 UEFA Champions League participant

Definitely Internet sale is the most important part of ticketing distribution nowadays. Roboticket comes up with an online ticket shop, fully customized for every club. With a branded Interface, club's logotypes and colors it becomes an integral part of the official club's website. The Shop is typically located under the club's subdomain like <https://tickets.yourclubname.com> to make it even more accessible for your fans.

The Roboticket application gives the club potential to build their own true e-commerce. No matter if that is a single or season ticket, car park or any type of combined package, all products can be sold online. No more emails, inquiring web forms or calls to handle the sale manually.

Challenge

- Increasing scalability and service availability - The service should be able to handle selling up to 50k tickets in 1h, and allow to browse the stadium up to 50k fans in 1h.
- Decreasing time of adding new club to the system. Decreasing the costs of project management and infrastructure CAPEX.
- System capacity tests cost reduction.

- Service geographic distribution caused by business expansion.

Solution

- Tenesys offered solution based on AWS Cloud. The solution has fulfilled Roboticket's requirements.
- In result of rapid business increase, Roboticket has stood before quick decisions: investment in next dedicated servers or migration to AWS. Finally they have chosen the second option.
- After migration, Roboticket in cooperation with Tenesys adopted system architecture to AWS and optimized costs of cloud. The cost was decreased about 50% in 3 months.
- The low costs of infrastructure was reached thanks of optimal using resources in AWS. AWS is best solution for such kind of business, where traffic has high picks in periods of active selling.

Benefits

- No worries about the servers and no calls to administrators everyday.
- Full system scalability. There is no problem with restricted system capacity.
- The process of adding new club is significantly shorter and cheaper.
- System offers high level of data durability and grows fluently with the business growth.

About the partner

Tenesys:

- Certified AWS Consulting Partner - specializes in cloud adaptation of IT systems into the AWS and cloud systems support.
- Offers ICT maintenance services 24/7 with Service Level Agreement.
- More information about Tenesys is available at <http://tenesys.pl/en/> and <http://www.aws-partner-directory.com/PartnerDirectory/PartnerDetail?Name=Tenesys> <https://aws.amazon.com/partners/find/partnerdetails/?id=001E000001JVLByIAP>

Tags:

Amazon Web Services Employed:

- Amazon S3
- Amazon CloudFront
- Amazon EC2
- Amazon RDS
- Amazon Route53
- Amazon ELB

Why Amazon Web Services?

- Supports elastic system capacity changes to business growth.
- Decreased Project Management and CAPEX costs.
- Cuts IT infrastructure costs with pay-as-you-go idea.

Migration Stage to AWS:

- All-in

Story Keywords:

Roboticket, tickets, ticketing system, events, sport, entertainment, hospitality, venue.

Main Use Case:

- Website/Web App
- API

AWS Benefits Realized:

- Agility
- Availability
- Better Performance
- Durability
- Lower Cost
- Lower Time to Market
- Reliability
- Scalability/Elasticity
- User Experience