



Success Story Tele Tickets Services



Industry

Hobbies / Culture

The challenge

In the case of stress sales, the Tele Ticket Service website must remain accessible and be able to handle and process as many bookings as possible for a variety of events.

The solution

A load test in combination with a monitoring test and a web accelerator.



*For some years now, Tele Ticket Service has been working together with the **software company GVA**, which has developed a new generation of ticketing software for delivering concert tickets. For this purpose, GVA uses an open ticket platform, thereby providing its partners with a strong guarantee for the future. Thanks to GVA, Tele Ticket Service can offer a complete service, including a call centre service and the classic shipment of the tickets.*

Key Performance helps the Tele Ticket Service website to deal with stress sales

Key Performance helps Tele Ticket Service and its software partner GVA to stay on the right track for the online sale of tickets for popular events. Thanks to the technology of Key Performance, the ticket website always remains available to a large number of visitors at the same time. The website can process a huge number of reservations in a very short time during stress sales, such as for a U2 or Coldplay concert.

Tele Ticket Services

Tele Ticket Service is a full-service ticketing agency based in Antwerp. The company was founded in 1986, with its first major customer being the Night of the Proms music festival. Thanks to the trust of thousands of customers and organisers, the technological innovations of recent years and the experience built up over twenty years, Tele Ticket Service has grown into the market leader in Flanders.

The challenge

GVA and Tele Ticket Service aim to make the booking of tickets for events as smooth as possible, in a manner that will satisfy the various parties involved. The organiser of an event wants his room to be sold out within a reasonable time. The purchasers of tickets want to be able to order their tickets in a convenient and easy way. Until mid-2009, GVA used self-written simulations to test the load on Tele Ticket Service's website during stress sales. This method proved to be unrepresentative, however, and the system became overloaded at certain peak sales. Stefan Esselens, Managing Partner at Tele Ticket Service, explains:

"Once the system becomes overloaded, you have a kind of snowball effect. People become frustrated because they have to make several attempts to order their ticket: the customer service thereby comes under pressure, and the organizer is dissatisfied. After a difficult stress sale, we started looking for a method that could effortlessly cope with peaks in sales. We were just waiting for the right moment to test the new way of working."



And that moment occurred in the autumn of 2009. Concert organizer Live Nation Belgium announced a concert by U2, and entrusted the ticket sales to Tele Ticket Service. For Tele Ticket Service and GVA, the announcement was the concrete reason to thoroughly evaluate the ordering process and to adjust it where needed, because a rush on the tickets was expected.

Solution: performance and monitoring test

GVA approached Key Performance, who were able to simulate the entire online sales process for Tele Ticket Service in advance - from the moment a visitor arrives on the website to the payment of the tickets. A **performance test** was first carried out to expose the hot spots in the existing system. Key Performance hereby made use of Keynote Test Perspective, a load-test tool for websites of its Keynote Systems partner. This proved to be the best choice for Tele Ticket Service, as this solution can simulate web traffic from the Internet (i.e. from outside). The solution also took account of the connection speed and the geographical distribution of the traffic on the website. This load test was carried out from a Keynote data centre in London. As a result, the results were much more in line with the reality, as users also visit the website from the outside. Among other things, the test shows how quickly the website loads, how many applications/visitors the server can process at the same time, how the web application works under high pressure, which scenario is applied, where the bottlenecks are, and so on.

In addition, a **monitoring test** was carried out to clarify the level at which problems arise. The test can identify problems associated with the web server, the application server, the database or even the network itself. A **load balancer/web accelerator** from hardware provider F5 was then installed as a control mechanism, with Key Performance and F5 working closely together on this. The F5 application is actually located between the web and the ticketing software, and controls the inflow of website visitors. Stefan Esselens: *"On the basis of the performance test, we determine how many people can visit the website at once. If this number is exceeded, F5 sends a signal to the ticketing software to place new requests on hold, as it were, and to briefly wait until there is room again. The visitor is notified that his call is being processed. Meanwhile - without this being noticed by the user - the program continually checks F5 to see whether the reservation can be completed. In this way, the system will be cushioned against a possible overload."*

"Too few companies still do not combine a performance test (load + monitoring) with a hardware or application improvement. These tests are necessary in order to ensure that busy websites function, however."
Michel Kalis, Managing Director Key Performance

Result: 65,000 tickets sold in a record time

Thanks to the well-functioning reservation system, the next peak sale of Tele Ticket Service and GVA was a success: in less than one hour, the 65,000 tickets for the U2 concert were all sold. Never before was a stadium concert sold out so quickly. *"We were also lucky that an extra concert was announced immediately after the sell-out of the concert. This was a good opportunity to prove that we were also able to immediately follow up two shows. Those 65,000 tickets were also sold by the evening,"* says Stefan Esselens.

A striking and clearly visible benefit

The immediate improvement of the performance of the web application of Tele Ticket Service and also of its capacity (maximum number of simultaneous visitors) was noticeable and visible. Thanks to this improvement, Tele Ticket Service is able to offer its customers an even better service, and can maintain its position as the market leader.

A lasting relationship for the benefit of the customers

The cooperation between Tele Ticket Service and GVA on the one hand, and Key Performance on the other, began with the sale of tickets for the U2 concerts in Belgium. In the meantime, the principle is now systematically applied to stress sales. In addition, GVA carries out load tests on a regular basis whenever the software is adapted. In this way, Tele Ticket Service and GVA can guarantee optimal sales to concert organisers and users at any time.

"The collaboration with Key Performance has been excellent. A thorough preparation with extensive study work in advance, together with Key Performance's know-how and experience, is the key to success. We are very satisfied with the partnership."

Stefan Esselens – Managing Partner at Tele Ticket Service

Key-Performance is a Keynote/Dynatrace partner/solution provider in the Benelux helping companies to measure and improve the performance of their web, mobile and business applications.

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