



# Leading US Ticketing Provider **Achieves 10x Scalability and 70% Faster Releases** with a Modern SaaS Transformation





## Challenges

- Lengthy and complex customer onboarding process
- Diverse business rules requiring custom solutions
- Need for a secure, multi-tenant infrastructure
- High demand during peak ticketing periods

## Solution

- Utilized Microservices architecture to achieve scalability & flexibility
- Features tailored for specific event requirements
- Robust multi-tenant infrastructure with AWS SaaS components
- Fully integrated all-in-one solutions offer seamless use of mobile apps.

## The Customer

Our customer is a proven leader in driving revenue and fan engagement through innovative ticketing and secure access control solutions. Renowned for their work with high-profile events such as major international sports tournaments and championship games, as well as professional and collegiate sports teams, concerts, and shows worldwide, the company is the most trusted partner in the industry.



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## The Need

The customer required a scalable solution capable of purchasing, selling, and scanning tickets at the box office and online, accommodating varied business rules and ensuring high availability to support peak ticketing periods. Additionally, the company identified a pressing need to streamline its customer onboarding process, which was lengthy and complex, hindering timely engagement.





## Benefits Achieved

- Intuitive, customizable user interface enhancing user experience
- **99.99%** availability to handle high traffic during peak times
- Achieved **10x** scalability
- Simplified customer onboarding by **80%**
- **70%** reduction in release cycle times

## The Challenges:

### • Business Challenges:

- Long and cumbersome customer onboarding process.
- Differing business rules necessitating customized solutions for each client.
- Requirement for a multi-tenant infrastructure to support multiple clients securely.

### • Technical Challenges:

- Difficulty in seamless integration with multiple external systems and payment gateways.
- Ensuring scalability to support rapid growth in event volumes and ticket sales.

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## The Solution

Aspire Systems has been a pivotal partner in this journey, providing comprehensive support including digital consulting and solutioning, development, manual/security/performance testing, QA automation, automated deployments, cloud infrastructure maintenance, and production support. Together, they built an online ticketing product that has been successfully used in the US ticketing market for 6 years. The key features of the solution that have been implemented are as follows:

- Microservices architecture is used to achieve scalability and flexibility
- The features in the product are tailored to meet the specific event requirements



- Robust multi-tenant infrastructure has been implemented using AWS SaaS components.
- Handheld, fully integrated all-in-one solutions like PAX are used to offer seamless use of mobile apps even when offline.

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## Benefits Achieved

The implementation of the new SaaS solution yielded significant benefits:

- A contemporary SaaS product is built based on a scalable, multi-tenant microservices architecture.
- It features a clean, intuitive, and customizable user interface enhancing user experience.
- The solution ensures compatibility with handheld solutions like PAX and seamless offline mobile app usage.
- It has reduced operational costs through dynamic scaling and efficient resource utilization.
- The platform can integrate with multiple devices, payment gateways, and ticketing systems.
- It has ensured **99.99%** availability to manage high traffic during peak times.
- The solution has helped in achieving **10x** scalability.
- It has helped in simplifying customer onboarding by **80%**.
- There has been a **70%** reduction in release cycle times.





Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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