

## IN BRIEF

### Industry

- » Consumer Products & Services

### Challenges

- » Website suffered downtime and poor performance during extreme peaks in traffic

### Solution

- » Riverbed Stingray Traffic Manager

### Benefits

- » Website now runs with 100 percent uptime
- » Far superior user experience, with faster page loading times
- » Online transactions are now completed more quickly than before



# See Tickets

## See Tickets Puts Online Service Center Stage with Riverbed

With 85 percent of ticket sales made online, See Tickets knows how important it is for its customers to access its website all day, every day. That's why See Tickets chose Riverbed® to ensure that its website is always online and fast, even during extreme peaks in traffic.

See Tickets is renowned for being one of the largest ticket sellers in Europe. With over 34 million online unit sales per year, the IT team at See Tickets was becoming increasingly aware that its website struggled to cope with huge and sudden spikes in web traffic.

As a result of short notice, on-sale promotions, a music festival season in full gear, and the need to power several hundred micro-sites, See Tickets couldn't satisfy the huge demand.

The impact of downtime or slow web pages would affect See Tickets considerably with significant loss in revenue, damage to brand reputation, and a decline in customer loyalty. They needed a robust, secure, highly accessible website to support the growing number of online ticket sales.

**“With continual dialogue at every step along the way, Riverbed built a bespoke application traffic management solution that was right for us. We now have a solution that is extremely flexible and very intuitive.”**

*Rob Wilmshurst, CEO, See Tickets*

### Most responsive and highly consultative

Rob Wilmshurst, CEO at See Tickets, explains: “It was back in June 2008 that we decided to address these issues with our website and search for a new traffic management solution. We had a market leading solution in place for a few years and despite a lot of effort, it never performed as expected, causing everyone a lot of stress and anxiety, not to mention the ongoing financial implications.

“We knew that a standard load balancer couldn't do what we needed; they just didn't have the intelligence or flexibility. I was familiar with Riverbed from a previous company, so I was not surprised to find they were head and shoulders the most responsive over other vendors. But with everything we had been through, we had to make the right choice. So, to mitigate any risk, we took the decision to trial the Riverbed Stingray™ Traffic Manager software coupled with the Riverbed Stingray Application Firewall for a few months.

“Riverbed engaged with us right from the start and took the time to understand how our application works, the problems we were facing, and what we wanted to achieve.

“With continual dialogue at every step along the way, Riverbed built a bespoke application traffic management solution that was right for us. We now have exactly what we were looking for – a solution that is extremely flexible and very intuitive. The service has been rock solid and I am delighted with the strong working relationship that we have built with the Riverbed team.”

### Riverbed was just the ticket for website reliability

Riverbed was chosen for its flexibility and reporting metrics to monitor and review website traffic patterns, identify trends, and make informed business decisions.

Wilmshurst continues: "We utilize a number of the additional, rich features that add real value to our solution and we can instantly detect if services start to run slow. Dynamic content caching allows us to serve many more people without compromising service, and without having to scale up the infrastructure."

See Tickets used the Eclipse Plugin to combine rate shaping and Stingray TrafficScript, Riverbed's intuitive programming language. Wilmshurst added: "These powerful tools allow us to apply a series of application business policies to intelligently control the type, flow, and priority of traffic to our website, providing a 'fair queue' system. This enables us to manage traffic to our back-end servers to cope with the huge peaks of visitors coming to the site."

"Since the rapid deployment of Riverbed Stingray Traffic Manager, our site performs with 100 percent uptime. Riverbed has helped us provide a far superior user experience with faster page loading times, and transactions are now completed more quickly than before."

**Peace of mind and optimum protection**

Wilmshurst concludes: "The Riverbed Stingray Application Firewall is a key part of the solution, providing an additional layer of security, giving us peace of mind, and optimum protection for our online presence. Our customers have the reassurance that their personal and financial information is protected, as we comply with the Payment Card Industry Data Security Standard (PCI DSS).

"The fact is that Riverbed Stingray Application Firewall is also a key advantage for us, as we'll be able to take it with us as we migrate our web infrastructure into a virtualized environment in the future. We just wouldn't be able to do this with hardware."

**About See Ticket**

See Tickets is part of See Tickets International, one of the largest ticket companies in Europe, processing over 40 million unit sales per annum. Specialists in bespoke ticketing solutions, their clients include Stage Entertainment, Glastonbury Festivals, Really Useful Theatres, BBC, SJM Concerts, The Ryder Cup 2010, and over 3000 other UK clients.

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**About Riverbed**

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).



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**Riverbed Technology**  
 199 Fremont Street  
 San Francisco, CA 94105  
 Tel: +1 415 247 8800  
 Fax: +1 415 247 8801  
[www.riverbed.com](http://www.riverbed.com)

**Riverbed Technology Ltd.**  
 The Jeffreys Building  
 Cowley Road  
 Cambridge CB4 0WS  
 United Kingdom  
 Tel: +44 (0)1223 568555

**Riverbed Technology Pte. Ltd.**  
 391A Orchard Road #22-06/10  
 Ngee Ann City Tower A  
 Singapore 238873  
 Tel: +65 6508-7400

**Riverbed Technology K.K.**  
 Shiba-Koen Plaza Building 9F  
 3-6-9, Shiba, Minato-ku  
 Tokyo, Japan 105-0014  
 Tel: +81 3 5419 1990

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