

# GATEWAY TICKETING SYSTEMS

Gateway, a leading digital ticketing systems provider, relies on Rackspace expertise to get the most out of Microsoft® Azure®, enabling rapid infrastructure deployment to meet global demand.

## BUSINESS

Gateway is a digital ticketing systems provider servicing the biggest names in the amusement, leisure, entertainment, attraction and transportation industries.

## CHALLENGES

Gateway needed help modernizing their infrastructure to reduce costs, time to market and latency for customers across the globe, without disrupting operations.

## SOLUTIONS

Managed Cloud

## PRODUCTS

Fanatical Support® for Microsoft Azure, Rackspace Professional Services

## OUTCOME

Rackspace specialists helped Gateway get the most out of Azure, enabling them to more quickly and cost-effectively respond to global demand while staying focused on their core business.



## Gateway

Gateway Ticketing Systems is a pioneer in digital ticketing systems and the world leader in high-speed admission control and ticketing software. Gateway provides full system management for their clients, including sales, service, support and strategy. Featuring a client portfolio that includes the biggest names in the amusement, leisure, entertainment, attraction and transportation industries, Gateway handles millions of ticket transactions every year, from theme parks and museums to attractions and tours, as well as food and beverage systems. Simply put, a lot of people rely on their services for enjoyment.

Gateway needed a solution that could meet the scaling, security and compliance demands of its growing business on a global scale, and a partner that could help implement the solution. They had taken steps to evolve their flagship ticketing solution from a PC-based solution deployed at the venue to a web solution hosted at Rackspace.

However, significant challenges existed with this hosted infrastructure solution. First of all, the need to procure physical hardware made deployment times too long to consistently meet the fluctuating and flexible demand of customers. In addition, the cost requirements for the hardware were a barrier to entry for smaller, cost-conscious venues. Finally, an existing web customer's latency due to their lack of proximity to a Rackspace data center caused an unacceptable user experience.

This geo-proximity problem was preventing Gateway's planned expansion into Europe and Asia, as well. "We have customers in more than 40 countries," said Don Eash, executive vice president and COO of Gateway. "If we could bring up environments closer to our customers, it would make things a whole lot easier."

## Choosing the right cloud transformation partner

Gateway selected Microsoft Azure as the public cloud platform to power their next-generation ticketing solution. Azure was a perfect fit for Gateway culturally, since they already heavily leveraged the Microsoft ecosystem in their software development process. In addition, deployment testing to various Azure regions eliminated

redundancy issues, and Azure's elastic capabilities allowed Gateway to quickly deploy a solution and scale based on customer demand.

"Hundreds of thousands of tickets are purchased for events every day," said Todd Smith, product manager at Rackspace. "Gateway needed a solution that wouldn't disrupt the system their end users rely on. We were able to deliver that solution while also supporting their global expansion plans since we have operations in both Europe and Asia."

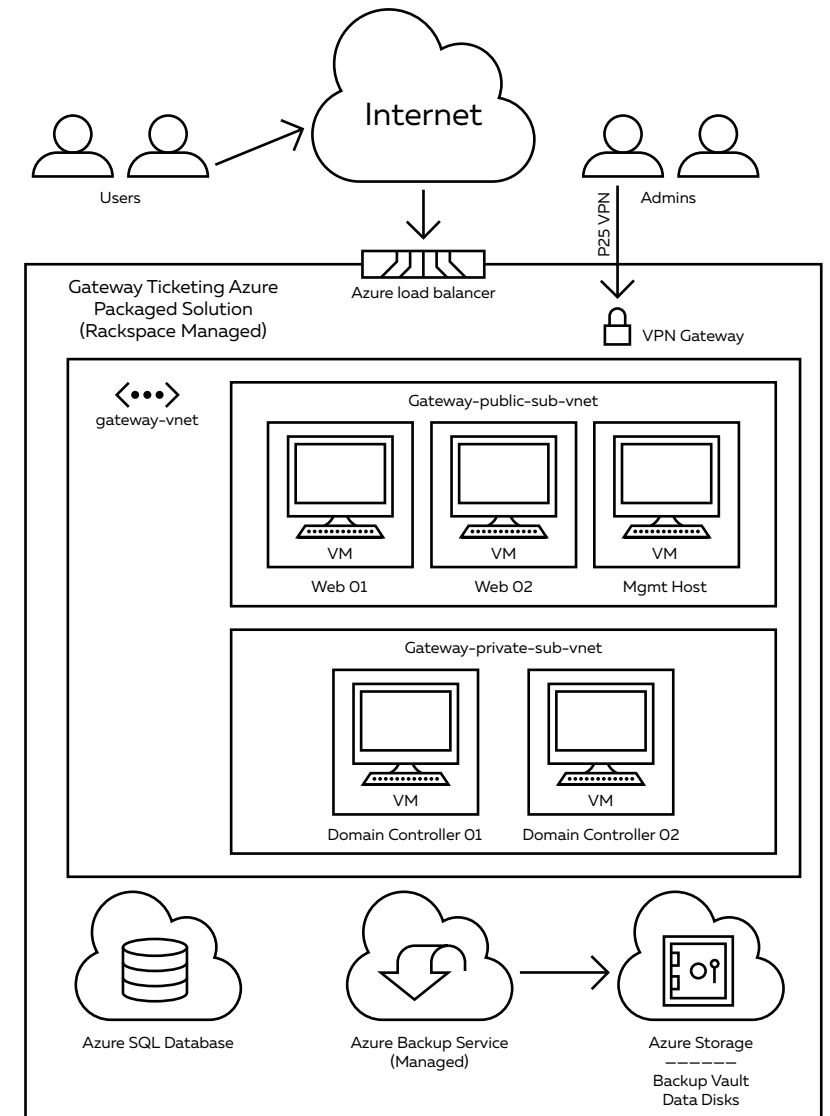
Capitalizing on Microsoft's "Mobile First, Cloud First" mantra, which aims to bring end users, developers and IT professionals together in a mobile world, Rackspace was one of the first MSPs to recognize the benefits Azure's resources could provide to its clients. With **Fanatical Support** for Microsoft Azure, in addition to the existing hosting relationship, Rackspace was a natural choice as a partner for Gateway's next-generation solution. Rackspace assisted Gateway with Azure scoping and builds for the software package solution, along with ongoing Azure infrastructure management.

## Enabling a mobile-first strategy with Azure

Gateway's vision for this solution is to create a platform where ticket venues can connect with ticket distributors in new and innovative ways. Their Azure technology stack consists of:

- Azure VMs – Web application servers (custom developed .NET application) and domain controllers
- Azure SQL – Database used for the ticketing solution
- Connectivity – VPN gateway for solution management
- Azure Blob and Table storage

This environment will enable a mobile-first strategy in independent ticket agencies, allowing Gateway to provide mobile solutions to their customers, forgoing the outdated paper ticketing voucher system. In addition, Gateway plans to transition existing customers away from legacy software deployment platforms, such as dedicated hardware, to the Azure solution, which will give even the most cost-conscious companies a reason to embrace a cloud-first transformation for their ticketing solutions.



## The business impact of IT transformation

With their previous physical hardware environment, deployment would take Gateway weeks, if not months, and the long time frame was not responsive to customer demand. Now they deploy a new customer environment in days and can make system updates in hours, scaling to meet demand in minutes. And thanks to the managed services from Rackspace, Gateway can focus on software development, instead of putting energy toward supporting, managing and optimizing Azure. They can rest assured that the certified experts at Rackspace are helping them get the most out of their cloud investment.

For instance, successfully transitioning to the Azure SQL DBaaS platform for the packaged solution has decreased database costs by more than 50 percent. Additionally, deploying the packaged solution in Azure in APAC, closer to end users, has virtually eliminated latency and the resulting performance issues experienced by some end users in Hong Kong. With continued Azure managed services from Rackspace, Gateway has an operational partner that can not only rapidly deploy infrastructure to meet customer demand globally; it also ensures the optimal Azure services for the deployed software packaged solution with ongoing support and management.

In summary, the benefits Gateway realized include:

- Transitioning to the Azure SQL DBaaS platform has decreased database costs by more than 50 percent
- Deploying the packaged solution in Azure in APAC has virtually eliminated latency for Hong Kong customers
- Deployment time reduced from weeks or months to days, allowing for scaling within mere minutes

## Getting the most out of Azure with proven cloud expertise

**Fanatical Support** for Microsoft Azure combines the Azure ecosystem with extensive tools and expertise from Rackspace. Rackspace is uniquely positioned to develop custom-managed services based on the right combination of Hyper V 2012 private cloud, Azure public cloud and Azure Stack hybrid IT environments to best fit a company's individual goals and requirements.

By understanding clients' needs, Rackspace is able to fully leverage the strengths of partners like Microsoft, which leads to a more

successful client experience. For example, one of Gateway's clients operates in Canada. Rackspace understood Gateway's need to have a Canada-specific infrastructure solution for this client in order to comply with data sovereignty laws. Rackspace was able to plug into an early adopter program for the Microsoft Azure region in Canada, allowing Gateway to jump-start its entry into the country. Gateway trusted that this custom Azure solution was the best package for them and relied on Rackspace to optimize their IT infrastructure, help transform their business and increase their competitiveness. Rackspace has kept Gateway up to speed on the Canadian availability with a dedicated team, including scoping, day-to-day management and transitioning over to a managed services model.

"Rackspace's capabilities to manage hybrid environments and ability to incorporate Microsoft infrastructure into hosted private clouds, as well as integrate with Azure's public cloud environments, make the company a natural fit to work with Azure," said Aziz Benmalek, VP of Worldwide Hosting and Cloud Services at Microsoft. "Microsoft is an established leader in the public cloud market with infrastructure and platform services through Azure," added Don Eash, "and we're pleased to see Rackspace offer services for Azure customers. Azure gave us the ability to scale up and scale out."

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**AZIZ BENMALEK** :: VP WORLDWIDE HOSTING AND CLOUD SERVICES, MICROSOFT

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Gateway turned to Rackspace for a managed infrastructure solution that would increase flexibility and scalability, improve user experience, reduce deployment time and allow the company to expand globally. Fully managed hosting services from Rackspace are the foundation of a packaged Azure solution that has met all of Gateway's requirements for their next-generation platform. Using Azure, Gateway can execute Microsoft's "Mobile First, Cloud First" strategy with their customers. This strategy will offer a clear and easy path for all Gateway customers to move their environments to the cloud, take advantage of the flexibility and scalability of Azure, and ultimately provide more cost-effective solutions for end users.

## ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call us at **1-800-961-2888**.

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AZU-CCS-Gateway-9401

JANUARY 26, 2018

