



EQUINIX CUSTOMER CASE STUDY

INGRESSO RÁPIDO



Through hosting its IT infrastructure on Platform Equinix, ticket service provider Ingresso Rápido increased simultaneous ticket sales capacity from 500 tickets per second to 6,000 tickets per second, along with decreasing latency by 94%

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José Carlos Brabo, IT operations manager at Ingresso Rápido

Results

Increased simultaneous ticket sales capacity from 500 tickets per second to more than 6,000 tickets per second

Achieved greater speed and availability

Decreased latency from 50ms to 3ms; a reduction of 94%

Increased data processing speed and sales stability

Established a hybrid environment to meet the needs of the company

Executive overview

Ingresso Rápido is a service company focused on ticket sales and distribution, box office management and the dissemination of cultural, sports and entertainment events throughout Brazil. It employs professionals who specialize in planning the entire process of distribution, sale and ticket management, as well as a complete operational infrastructure including call centers and more than 80 points of sale throughout the country's major cities.

Business challenge

Event ticket sales have seasonal spikes, causing ticket demands to grow exponentially in a very brief period. The company could not afford to experience latency issues and poor performance during these peak times, so it looked to Equinix to host its IT environment and provide the sales capacity increases and performance improvements it needed.

In June 2015, the company decided to host its IT environment at Equinix, the global data center and interconnection company. After the migration, the company's system, which previously supported a sales trade rate of 500 tickets per second, now has a capacity of 6,000 tickets per second. This switch to a high-performance, low-latency infrastructure helped Ingresso Rápido become more competitive during peak ordering periods.

Solution

Ingresso Rápido has a hybrid cloud environment hosted at the Equinix data center site in Tamboré, SP. It was deployed by hosting, private cloud and direct connection to the Microsoft Azure public cloud through Microsoft's Express Route solution, a result of a global partnership between Equinix and Microsoft.

Ingresso Rápido also counts on a service level manager, a professional responsible for understanding the demands of the company's business, including planning, proactive management of incidents and changes. This manager ensures the speed and flexibility that Ingresso Rápido needs, so that Equinix can always support the company in all that relates to information technology.



Before turning to Equinix, the company connected to its provider through the internet, which generated a latency of around 50ms. With direct connection, this number was reduced to 3ms.

“Our portal and e-commerce structures, both online, are in the public cloud and the direct connection to Azure assures us more data processing speed and stability in sales, which helps to increase our simultaneous sales capacity,” said José Carlos Brabo, IT operations manager at Ingresso Rápido. “At the same time, the most critical and confidential internal processes are on hosting or private cloud. Everything is perfectly integrated to ensure a better internal and external experience.”

The direct connection to cloud providers also helps reduce internet bandwidth costs. Since it no longer needed to use its maximum network capacity to connect to service providers, the company reduced broadband use while it simultaneously improved its application performance. In addition to the advantages of direct connection, all Equinix partners have access to the facility through Equinix Cloud Exchange.

Value realized

Through partnering with Equinix, Ingresso Rápido shifted its IT infrastructure to an Interconnection Oriented Architecture™ (IOA™) on Platform Equinix™, which now ensures better performance, speed and stability when seasonal ticket sales demand skyrockets. The move helped reduced latency by 94%, while still maintaining a hybrid IT environment to accommodate the company’s internal operational needs.

About Ingresso Rápido

Ingresso Rápido is a service company focused on ticket sales and distribution, box office management and the dissemination of cultural, sports and entertainment events throughout Brazil.

Ingressorapido.com

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

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