



Company/Client
Prestige MJM

Industry
Events, E-commerce

Duration
1 February – 19 August 2014

Services:
Server management, technical support, server architecture, migration to cloud



Consulting



Server
Management



Cloud Computing



Technical Support

Prestige MJM

Case Study



Project description

For **Prestige MJM**, a leading concert agency in Poland, we have implemented a solution based on cloud computing **Amazon Web Services**. This agency many times organised events and concerts with **world's music stars** (Jose Carreras, Rod Stewart, Bryan Adams, Justin Timberlake, Scorpions, Backstreet Boys, etc.).

Prestige MJM

Przejdź do strony głównej Prestige >>>

Prestyżowe Gwiazdy,
Żyłe Przeboje" to nowa inicjatywa na rynku muzycznym. Cyklu koncertów największych gwiazd światowej muzyki nie było dotąd w Polsce.

Menu

- Strona Główna
- Bilety
- Zakładka
- Rejestracja
- Zapomnianym hasła

Informacje

- Regulamin

Wybór imprezy

2015-09-25 g. 21:00 Stadion MOSiR Rybnik Rybnik	Linkin Park	Kup bilety >>>
2015-10-28 g. 19:30 ERGO ARENA Gdańsk/Łódź	Dave Matthews Band	Kup bilety >>>
2015-11-15 g. 18:30 HALA TORWAR Warszawa	Love Festival INDILA	Kup bilety >>>
2016-01-16 g. 20:30 HALA TORWAR Warszawa	Manowar Torwar	Kup bilety >>>

Kontakt w sprawie biletów i systemu biletowego:
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System numeracji i sprzedaży biletów iKash © SURCOM 2011 Własność: Własność: Prawa Dozwołane

Layout of sales platform bilety.imprezyprestige.com



Challenge

Justin Timberlake concert in Gdansk was one of the biggest Polish musical events of the year. A record-breaking number of viewers have watched the show. PGE Arena in Gdansk gathered 42 thousands of Timberlake's fans, so the real challenge was to handle the online ticket sales campaign.





Challenge

Our analysis showed that the increased traffic of users would overload the VPS server of Prestige MJM's platform. As a result, the **purchase could be impossible**, and the sales app would be overloaded and unsuited to a increasing numbers of customers.

• **Bilety**

• **Zmiana hasła**

• **Zmiana danych**

• **Wyloguj**

Informacje

• **Regulamin**

Pakiet VIP zawiera:

- Bilet na koncert (patrz mapa)
- Bary, serwujące drinki na Państwa życzenie
- Bary z winem
- Alkoholowe cocktaile
- Poczęstunek w formie szwedzkiego bufetu.

Bilet Zawierac będzie wybór starterów typu "finger food", ciepłych jak i zimnych przekąsek, bar saalkowy, desery

- Bary piwne
- Napoje bezalkoholowe, kawa i herbata

Ograniczenia: **Można zarezerwować od 1 do 6 biletów**

Legenda



Implementation

After analyzing the project, we proposed a **migration to Amazon Web Services**, which main advantage is scalability. The main purpose was to adjust the server infrastructure to the load generated by users.

We launched EC2 instances (one C3.large instance for the database, and five C3.large instances for the website). The main task of the AWS instances was to handle the increased traffic in MJM's sales platform. In addition, we launched Load Balancing service for the load-balanced server network traffic.





Preparation of AWS infrastructure and data migration we divided into several basic stages:

Stage 1 – Preparation of AWS infrastructure

After creating Amazon Machine Image (AMI), we launched C3.large instance for the database, five C3.large instances for the web and Load Balancing service for the load-balanced server network traffic. We also installed and configured tools for monitoring and improving the performance and safety of the sales app.

Stage 2 – Optimization and Monitoring

Our next task was to take care about scaling and reliability and optimizing the parameters of the database.

Stage 3 – Initial data migration

Application performance has been tested in the AWS environment. New infrastructure, including data security, was configured in a real time.

Stage 4 – Data migration

To make a full data migration, we had to temporarily disable the application. MJM, with our support, synchronized all data and changed IP addresses.

Stage 5 – Data backup

In the last stage we prepared a backup of transferred data, so in the case of failure it can be easily recovered.



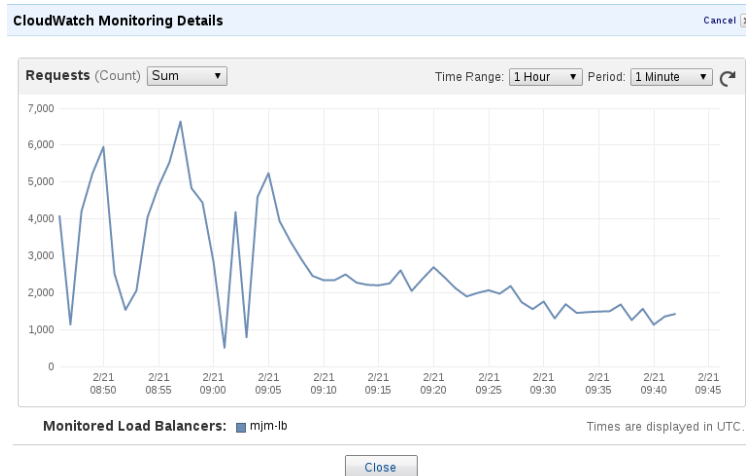
Business benefits

Migrating resources from VPS to the AWS cloud

increased performance of MJM's sales app and eliminated problems with the availability of resources.

As a result, Justin Timberlake's fans could **easily purchased** tickets online.

The new infrastructure is highly scalable and allows to quickly increase or decrease resources. In the case of Timberlake's tickets sales campaign the load was 7000 requests/min.





Testimonial

„Hostersi is a **reliable partner**, whose help was invaluable. With the technical support of Hostersi, MJM’s sales platform **brilliantly handled the increased traffic** of Internet users.”