



## Case Study

# ScaleArc Goes to the Movies with Higher Availability and Performance for BookMyShow's Entertainment Ticketing Website

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### Company

BookMyShow

### Industry

Information Services

### IgniteTech Product

ScaleArc

### Customer Website

in.bookmyshow.com

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### Business Challenge

BookMyShow is the largest entertainment-ticketing portal in India with more than 400 million average page views a month. As the premier ticketing source for all major events across 87 cities, BookMyShow's website commonly experiences record traffic during blockbuster movie releases or major sporting events.

In the past, the company's current SQL database infrastructure would be overwhelmed by the increased load, resulting in poor performance, downtime and a loss of ticket sales. To handle the onslaught of traffic and keep pace with an overall increase in demand for its ticketing services, BookMyShow sought a solution that would scale their database infrastructure to keep up with customer growth.

- Maintain availability and performance during high profile events such as the release of blockbuster movies
- Ensure zero downtime for the online ticket ordering application amidst increased demand
- Scale database environment to keep pace with a 30 percent monthly increase in online transactions
- Provide a solution that could be rapidly deployed without disrupting service and with little or no change to BookMyShow's existing infrastructure and application

### Solution

BookMyShow initially tried to deploy solutions from other vendors, but they were quick fixes and didn't really solve the problem in the long term. Following a major movie release, BookMyShow experienced a burst of traffic to its website that "broke" the database infrastructure, resulting in lost transactions. The infrastructure team found that they were able to scale their online ordering application to meet the demand, but the database was unable to keep pace.



To solve the issue, the team then deployed IgniteTech's ScaleArc for SQL Server. ScaleArc's database load balancing software sits transparently between the database and the ticketing website and mobile application, enabling BookMyShow to:

- Scale SQL server deployment to accommodate traffic for new releases and manage continued growth
- Optimize performance in an older MS SQL environment
- Leverage SQL connection pooling to immediately increase uptime for BookMyShow's database servers and eliminate the SQL connection surges that were causing outages
- Serve content faster without application or database changes by leveraging ScaleArc's in-memory caching for frequent, repeating queries

### Benefits

#### ✓ Zero Downtime

Higher availability drove more transactions to completion enabling BookMyShow to manage over 400 million page views per month

#### ✓ Better Performance

ScaleArc was able to cache 30% of the queries — with no application changes

#### ✓ Scalability

ScaleArc provided an immediate boost to BookMyShow's database capacity, allowing the company to handle the bursts in traffic such as those driven by blockbuster movie events

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### Learn More

To learn more about how IgniteTech's ScaleArc solution can help enable uptime, performance and scale for your critical applications visit [ignitetech.com/scalearc](https://ignitetech.com/scalearc).

“Once we deployed ScaleArc's software, we were able to handle a high volume of queries without changing our applications. I knew I had finally found the right solution when we had our biggest sales day on record and I didn't receive one support phone call. It was as if ScaleArc was magically managing everything for us — keeping our applications up and running and our customers happy.”

#### Viraj Patel

AVP Technology

Bigtree Entertainment Pvt. Ltd