

# Ticketmaster Case Study

Ticketmaster Develops New Email Application Using StrongMail® Infrastructure in a Fraction of the Time and Cost



*"We originally planned on developing our application from scratch, but the StrongMail infrastructure allowed us to develop and deploy our new app in a fraction of the time and cost."*

Brian Pike, Vice-President, CRM

## **ticketmaster**

### **Ticketmaster**

a division of InterActive Corp  
Los Angeles, California  
www.ticketmaster.com

### **Industry**

Media & Entertainment

### **Employees**

3,200 FTE

### **Return on Investment**

- > Time to market of less than 1 month
- > Significantly decreased project resources and costs

### **Key Benefits**

- > Easy-to-use open SOAP/XML APIs
- > ISP/Spam-filter compliance
- > High-performance message generation and delivery

### **Products & Services**

- > StrongMail® EAS Platform

### **Integrated Business Assets:**

- > E.Piphany®
- > Oracle® database
- > Mail Manager (custom front-end)

### **Generating New Revenue Streams through Email**

Ticketmaster is the world's leading ticketing company, providing ticket sales and distribution through www.ticketmaster.com, one of the largest e-commerce sites on the Internet; approximately 6,500 retail Ticket Center outlets; 19 worldwide telephone call centers; and a broad online and offline marketing network.

Ticketmaster operates in 20 markets worldwide and serves more than 9,000 clients worldwide across multiple event categories, providing exclusive ticketing services for hundreds of leading arenas, stadiums, performing arts venues, museums, and theaters. Ticketmaster is headquartered in West Hollywood, California and is an operating business of IAC/InterActiveCorp (NASDAQ: IACI).

Ticketmaster approached StrongMail Systems about creating a new email application to enable clients (i.e. venues) to communicate with their consumers (i.e. ticket holders) about upcoming events. The application needed to be robust, scalable and reliable. Most importantly, Ticketmaster wanted to launch the application as quickly as possible.

The new product, called Mail Manager, was a point and click interface for venues to send email communications to ticket holders, whose information was stored in Ticketmaster's central Oracle® database. The goal was to provide an interface to this data for venues to upload content, choose recipients, deliver email messages and view reports. The interface was to be designed from scratch and tailored to the client's unique needs.

Originally, for this new initiative, Ticketmaster was planning on developing custom code on top of a freeware MTA, similar to existing infrastructure that they already had in place.

In less than one month, with one engineering resource, Ticketmaster was able to build and launch the new application using StrongMail as its foundation. As a result, Ticketmaster saved one full resource and significantly decreased their original development time.

### **High-Level Project Goals**

- > Rapid development of a custom front-end application
- > Integrate business assets to automate delivery process
- > Maximize email deliverability rates
- > Maintain ISP/spam-filter compliance
- > Decrease IT overhead in application development



## About StrongMail Systems, Inc.

StrongMail Systems provides businesses with commercial-grade, on-premise solutions for marketing and transactional email.

StrongMail integrates its proven email delivery, tracking and campaign management software on high-performance servers that are optimized for maximum deliverability. In addition to providing superior control, security and integration capabilities, StrongMail's in-house approach offers companies a more powerful and cost-effective alternative to homegrown or hosted solutions.

Hundreds of companies worldwide rely on StrongMail's solutions to power their mission-critical customer communications. A Silicon Valley company, StrongMail is headquartered in Redwood City, CA, and is funded by Sequoia Capital, Evercore Partners, Globespan Capital Partners and DAG Ventures.

To learn more about StrongMail Systems, visit [www.strongmail.com](http://www.strongmail.com).

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## Why StrongMail?

After a comprehensive evaluation process, Ticketmaster chose StrongMail as the best foundation for quickly developing an enterprise-class application. "Before our decision we were planning to develop this new application using freeware and custom code as a foundation, but we realized that we would be spending more time developing the foundation than the application itself," commented Pike.

## Rapid Development, Rapid Rewards

Ticketmaster created a highly sophisticated application using StrongMail software, including:

- > StrongMail's open SOAP/XML API's: ensures seamless integration, simplified application development and easy system management.
- > Clustering with email-optimized load balancer: enables high-speed, redundant delivery of emails.
- > Real-Time Reporting: provides a robust, real-time reporting, data and statistics infrastructure for up-to-the-second analysis of message applications.
- > Central Data Store: features an imbedded, flexible data aggregation system that keeps data from all system components in one central location, making it easy to retrieve, modify and store data using technologies such as networked file storage, NFS, FTP, Rsync or file sharing systems.
- > Real-Time Monitoring: provides comprehensive, real-time statistics on message performance and user behavior.

- > Software Development Kit (SDK): contains documentation, samples, command-line tools and utilities designed to help companies develop applications and libraries using StrongMail.

By enabling Ticketmaster to focus their development efforts at the application layer, Ticketmaster can dedicate time adding value to their application, while having an agile foundation that grows with them.

Ticketmaster's new system is fully compliant with ISP and spam-filtering standards. They can speed throttle messages, limit domain connections and are compliant with whitelists to ensure the maximum delivery potential for their messages.

Ticketmaster's customers are currently delivering hundreds of campaigns through the StrongMail-based solution on a monthly basis, totalling over 4 million emails delivered per month. This figure, predicts Pike, will grow dramatically as their customers realize the value of this new application. "By having StrongMail as a foundation and a partner, we can focus our time and energy on value-added functionality, and not on continually updating and maintaining custom developed code and freeware," noted Pike.

## Future Plans

Ticketmaster is exploring additional advanced, high-performance functionality, driven by StrongMail infrastructure, into other email applications. The application demands would be a function of highly advanced dynamic content from external systems and high volume delivery.

