

Ticketing Giant Books Private Cloud Benefits

Customer Case Study



Cisco UCS helps CTS EVENTIM achieve higher flexibility, cost efficiency, and ease of management through virtualized IT resources

EXECUTIVE SUMMARY

Customer Name: CTS EVENTIM AG

Industry: Ticketing and live entertainment

Location: Headquartered in Germany

Number of Employees: Over 1600

Challenge

- Optimize hardware landscape to improve manageability, flexibility, and setup times
- Free up skilled technicians to develop higher value projects
- Reduce running costs through improved efficiency

Solution

- Virtualized server infrastructure based on Cisco Unified Computing System

Results

- New services delivered faster using virtual machines
- Improved manageability, flexibility, and scalability
- Fast return on investment expected

Challenge

CTS EVENTIM AG, listed in the SDAX index, is Europe's market leader in the ticketing field with activities in 21 countries. Over 120 million tickets for more than 180,000 events are marketed annually via EVENTIM group systems. In addition to more than 20,000 fixed outlets in Europe, EVENTIM distributes tickets via call centers and internet platforms like www.eventim.de and www.getgo.de. With several hundred million visitors each year, EVENTIM ticketing websites are by far the most successful European ticket portals.

Another important EVENTIM activity is live entertainment, incorporating the planning, organization and promotion of concerts, concert tours, open air festivals, and other such events. In addition, majority stakes in important concert promoters in Germany, Austria, and Switzerland, and long-term relationships with national and international artists, give EVENTIM group an outstanding market position. Meanwhile, the unique world-first combination of ticketing and live entertainment provides a particularly attractive value chain.

In a world where mobile and Internet devices allow millions of fans to learn of concerts, sporting contests, and other events within seconds, the EVENTIM automated ticketing system has to be able to withstand a deluge of visitors whenever a popular event goes on sale.

"We always have a huge number of visitors buying tickets within the first second of an event going on sale," says Stefan Heiden, head of datacenter operations and IT support at CTS EVENTIM Solutions GmbH, the organization responsible for the company's data center infrastructure and IT support.



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Managing Director
CTS EVENTIM Solutions GmbH



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Christoph Bodi
Managing Director
CTS EVENTIM Solutions GmbH

At the same time as ticket buyers’ response times are diminishing from hours to minutes to seconds, event organizers and even the stars of the events themselves are becoming accustomed to selling out their shows at shorter and shorter notice. “All of this conspires to make us a very dynamic business,” says Heiden.

Until recently, EVENTIM had dealt with this challenge by increasing the number of physical servers it employed. This meant that the servers took up a lot of room and used a lot of power. In addition server deployment was labor intensive, which kept engineers from working on more strategic IT projects.

Solution

Working with Axians, a systems integration partner, EVENTIM began looking into which technology vendors could help transform its data center. The company had long known of Cisco® as a manufacturer of networking technologies. Over the course of an evaluation exercise, the Cisco Unified Computing System™ (UCS®) came out at the top of a list of five major server vendors.

UCS B200 M3 Series Blade Server bundles were ordered, and installed by Axians in a couple of days, to pilot the technology at the EVENTIM data centers. The UCS B200 M3 harnesses the power of the Intel® Xeon® processor E5-2600 product family, up to 768GB of RAM, two hard drives, and up to 8 x 10GE port to deliver exceptional levels of performance, memory expandability, and I/O throughput. The UCS bundles are pre-validated to work from day one with EMC storage and VMware virtualization technologies.

Since deploying the servers, the ticketing company has also started to introduce Cisco Nexus® 5548 Series Switches into its data center network infrastructure. As well as ensuring low latency, the switches provide a unified fabric that connects Fibre Channel over Ethernet (FCoE) to native fibre channel, protecting existing storage system investments while dramatically simplifying in-rack cabling.

Results

“The UCS platform is performing well and new service implementation is much faster,” says Heiden. A wider-scale deployment of UCS is anticipated, leading to significant savings. “Furthermore, we expect power efficiency to rise and we’ll need less room and less cooling in the data center, so that will save energy and help the environment,” says Heiden.

The technicians make extensive use of UCS remote management capabilities.

“The team tells me that UCS is easier and faster to manage than other servers due to Cisco UCS Manager with service profiles,” Heiden says. “They are really happy with it and we freed up resources for other important projects.”

Managing Director, Christoph Bodi, sums up: “EVENTIM is using UCS to support a number of back office management systems and the company’s main production database. The platform represents an ideal technology upon which to build a true private cloud. From what we see, it’s a logical combination to have the network and servers sourced from the same vendor.”

For More Information

To learn more about the Cisco architectures and solutions featured in this case study please go to: www.cisco.com/go/ucs



Product List

Data Center Solutions

- Cisco Unified Computing System (UCS)
 - Cisco B200 M3 Series Blade Servers with Intel® Xeon® processor E5-2600

Routing and Switching

- Cisco Nexus 5500 Series Switches

Hypervisors

- VMware vSphere



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