

bookmyshow

BookMyShow is India's largest entertainment ticketing website. It is the only destination for movie and non-movie options like events, plays and sports. With ticketing for over 850 screens across 87 cities, BookMyShow has partnerships with all major Indian production houses and studios.

Challenge

- Maintain availability and performance during high profile events
- Scale database environment to keep pace with increased transaction growth

Solution

- Provide database load balancing between the database, ticketing website and mobile app
- Scale out capabilities to keep pace with growth
- Connection management for managing connections between ordering application and servers
- Query caching for improving performance

Benefits

- **Zero Downtime** – Higher availability drove more transactions to completion
- **Better Performance** – ScaleArc was able to cache 30% of the queries – with no app changes
- **Scalability** – ScaleArc provided an immediate boost to BookMyShow's database capacity

BookMyShow

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

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 the database infrastructure to keep up with customer growth.

- Maintain 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

The 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 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

"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 for Bigtree Entertainment Pvt. Ltd

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

About DevGraph

The DevGraph family of products was developed by DevFactory. DevFactory was founded in 2008. The company's solution suite enables developers to reduce, outsource or automate things that cause undifferentiated heavy lifting to focus on building great software. DevFactory has taken IT software services out of the dark ages of custom scripts and manual processes to today's NoOps, low code, highly automated paradigm – yet delivering fundamentally higher-quality products.



Products

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