

Tiket.com | Customer Story



Tiket.com, one of the largest ticketing sites in Indonesia, caters specifically to events and travel in the region. The company needed an infrastructure as a service (IaaS) partner with highly stable infrastructure, consistent performance, and reliable support to ensure site uptime and a smooth end-user experience.

Launched in May 2012, Tiket.com strives to be “the best one-stop travel and entertainment site in Indonesia,” according to Gaery Undarsa, Tiket.com’s managing director. And it has achieved its goal: In less than 12 months, Tiket.com has become South East Asia’s largest one-stop travel and entertainment site, beating out its competition in the last year alone.

Filling the travel gap

The size of the country, its large population, and the increasing popularity of domestic tourism has enabled Tiket.com to address a real gap in the marketplace for secure, content-rich online payments.

Tiket.com allows users to purchase tickets for entertainment events, such as concerts and movies. In addition, on the site, users can book hotel rooms and make airline reservations for both domestic and international carriers.

The site shows flight schedules and fares across all carriers, including many active local airlines that may not be accessible on other existing websites. Once a flight is chosen, users can book, pay, and have their ticket issued in a single sitting.

The company needs reliable security and uptime from its hosting provider as the site accepts international and local payment gateways, including Visa, MasterCard, secure local payment mediums such as KlikBCA, and local bank transfers with BCA

and Mandiri. To enhance customer service, Tiket.com also offers a customer service hotline and 24/7 live chat services.

“Tiket.com is a creative and innovative service that helps meet our customers’ travel planning needs with just one click,” said Anthonius Thedy, managing director TX Travel, one of Tiket.com’s partners.

Fighting DDoS and downtime

As Tiket.com gained traction and momentum in the number of online transactions, the company started seeing serious threats to their entire infrastructure.

“We were using another global cloud for everything, ranging from Web servers to database servers and load balancers,” said Natali Ardiano, Tiket.com’s chief technology officer for Tiket.com. “Then in the spring of 2012, we got heavily attacked by a black hat hacker using several methods, including a TCP attack, UDP attack, slowloris, and ultimately DDoS using hundred thousands of open proxies.”

Industry

eCommerce

Business Driver

The need for reliable uptime, and security from DDoS attacks and for online credit card payments

Why SoftLayer, an IBM Company

SoftLayer allowed the company to leverage a high-performance network with exceptional uptime, industry leading infrastructure to maintain system integrity and functionality.

During these attacks, Tiket.com's cloud load balancer failed, and with no solution forthcoming from their existing cloud service provider, the company's technology team had to create a secure e-commerce solution for themselves. "Thankfully, we were able to configure our firewall to handle the attack, but it came to a point where the attacks were not only affecting the application layer but the transport layer, as well," said Ardiano. "That was a big blow, as it meant good requests were unable to reach our server because of the number of requests from the attack."

In a further attempt to resolve the threats to the site, Tiket.com moved the load balancer to a well-known local Indonesian hosting company. But that provided no relief either. Because of the massive attack, their local Internet connection slowed down to a complete stop for 40 minutes, as the bandwidth was totally consumed by the DDoS requests.

Tiket.com's objective of being the best was under threat, and they were losing revenue opportunities by the second.

Solution and results

Tiket.com approached SoftLayer in an effort to resolve the downtime they were experiencing. Initially, the company moved its load balancer to SoftLayer and requested an extra 1 Gbps bandwidth. Once that was in place, SoftLayer automatically put a hardware firewall in front of the server whenever an attack was detected.

"Since moving to SoftLayer, we have had a total peace of mind. Now we have moved almost all of our servers to SoftLayer, because, after careful calculation and cost analysis, we are able to get three to four times more CPU and memory performance compared to our previous configuration," Ardiano said.

The services offered by Tiket.com are supported by high performance and robust SoftLayer servers and services. As a result, Tiket.com has seen increased popularity and usability of the site, with music fans across Indonesia purchasing tickets to see their favorite performers.

This stable and high-performance infrastructure provided by SoftLayer enabled Tiket.com to sell out 1,000 tickets within two minutes for Japanese rock band L'arc~en~Ciel, which was touring in the region. And the site continues to improve its ability to deliver a flawless user experience for its customers. "We thought that was big, but then we sold 5,000 Big Bang concert tickets in 15 minutes, with 15,000 concurrent user at one time," said Ardiano. "There were only two online ticketing platforms selling the tickets, and our competitor's servers died for four hours."

With its new technological strengths provided by SoftLayer infrastructure, Tiket.com has also been able to grow its business to a new level by augmenting sales with a network of partners and resellers across Indonesia via simple API integration. At its peaks, the Tiket.com system running on SoftLayer's platform handles more than 300 API requests per minute.