



ENHANCING TICKET BOOKING EXPERIENCE FOR CUSTOMERS THROUGH VIRTUALIZATION



BIGTREE ENTERTAINMENT PRIVATE LIMITED

INDUSTRY
IT AND ITES

HEADQUARTERS
MUMBAI, MAHARASHTRA, INDIA

KEY CHALLENGES

- Create massively scalable, high performance and highly available infrastructure
- Ability to absorb high transaction volumes during weekends or festive occasions
- Reduce the turn-around time for incorporating new features and functionalities in the mobile app

VMWARE SOLUTIONS

- VMware vSphere® with Operations Management™
- VMware Virtual SAN™
- VMware vCenter™

Customer Profile

BookMyShow is India's first and largest online entertainment ticketing portal, which clocks over 80% transactions on its platform through mobile. The brand owned by BigTree Entertainment Pvt. Ltd. was launched in 2007, and today has over 30 million customers. Over a movie release weekend, BookMyShow sells over 1 million tickets in a day! With such high transactional rate, BookMyShow was looking to enhance its customer experience with minimal delay times.

The Challenge

BookMyShow had a need to upscale its IT infrastructure to improve the mobile application functionalities and make the infrastructure future-ready to address transaction volume spikes on-demand. To achieve this, there was a need to modernize its datacenter, to create a scalable, high performance, and highly available infrastructure. This becomes evident during weekends or in cases of big events when the IT infrastructure needed to absorb high transaction volumes. Furthermore, there was a need to bring speed to introducing new features and functionalities for the mobile app and website.

The Solution

BookMyShow selected VMware to help modernize its IT infrastructure to enhance the customer experience. VMware vSphere provided a truly virtualized server environment for performance, high availability, and efficiency. This also laid down foundation for an agile app development hyper-converged environment. With VMware vRealize Operations an integrated dashboard to centrally manage the infrastructure was enabled.

Whereas, VMware Virtual SAN ensured distributed data storage defined by the software, which enabled BookMyShow to scale up or scale down depending on the volume of transactions. Finally, VMware vCenter ensured management of virtual servers and hosts centrally, helping with automation of operational processes resulting in optimization of IT manpower.



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“VMware continues to be an amazing partner and our complete infrastructure runs on VMware technology.”

— VIRAJ PATEL, VP – TECHNOLOGY, BOOKMYSHOW

BUSINESS BENEFITS

- Reduced time to market for rollout of new app features
- Agile app development environment with hyper-converged compute and storage infrastructure
- Software-defined storage implementation resulting in high availability for 10 million ticket bookings and 3 billion page-views a month
- Speed to the overall development process through quick resource provisioning

The Benefits

By implementing a truly hyper-converged and virtualized environment, BookMyShow was able to modernize its datacenter through a massively scalable high performance and highly available infrastructure through a 100% virtualized environment. The full-flash based software-defined storage implementation enables high scale of transactions, allowing for 10 million ticket bookings and 3 billion page-views a month. The deployment has provided flexibility for developers to develop and test in containers within virtual machines and later deploy in the production environment to speed up the overall development process. Finally, with better and faster resource provisioning, BookMyShow was able to reduce the time to market for rolling out new mobile app features from days to seconds.

Implementation Partner – NxtGen Datacenter and Cloud Technologies

NxtGen is a leading provider of data center and cloud services. With offices in Bangalore, Mumbai, Delhi, Chennai, Hyderabad and presence in Middle East and South Asia, NxtGen has partnered with VMware to deliver highly scalable and secure cloud environment to its clients. This is in line with its vision to help enterprises modernize their data centers. Since its inception in 2012, NxtGen has been collaborating with VMware to provide hybrid cloud solutions to help transform businesses.

“For BookMyShow, there was a need to increase its infrastructure by 10 times especially for peak seasons with high ticket demand. Such a demand requires more IT resources and a virtualized environment helps save direct money. Through its collaboration with VMware, NxtGen provided a truly virtualized environment to BookMyShow that helped in providing scale and high availability to cater to the ticket volume and also resulted in modernizing its data centers.”

— RAJ ANASAPURAPU, CEO, NXTGEN