



## eSubnet Case Study

### TicketKing Web Sales UP

For over ten years TicketKing has been the authorized source for Mirvish Production tickets. TicketKing has three sales avenues, the phone-centre, theater box-offices, and online. Mirvish Productions a subsidiary of ED MIRVISH ENTERPRISES LTD. a privately held company are the go to people for live-on-stage entertainment in Toronto Canada. Mirvish Productions owns four theaters in Toronto where they host and produce musical theater.

TicketKing management understood that online ticket sales needed to be an integral part of their sales strategy in support of the already successful brick-and-mortar business. After deploying a new ticketing system it soon became evident that on-line sales were not meeting the business objectives for the company. Phone room sales were as steady as ever with many calls starting off with a complaint towards on-line speed and reliability.

Management at both companies realized that know-how in Internet services delivery and security were required in support of this on-line venture and sought out eSubnet to provide expert knowledge in network design, and Internet application delivery to achieve a greater level of High Availability (HA).

Deploying measuring and analysis tools in the environment, eSubnet discovered the following areas required attention: Hard drive configuration on Database server, Web-based application server configuration, access speed to public Internet, distribution of client traffic to web-servers.

Due to the budgetary constraint and downtime restrictions, ticket sales had to continue, the project plan was set out in phases with the most obvious and cost effective improvements first. During the first phase Primus Business Services, a division of Primus Telecommunications Canada was engaged to replace legacy Internet and WAN links in preparation for phase two.

#### Phase I

- The database server hard drive RAID reconfiguration
- Bandwidth, an existing Internet connection was brought into the ticket sales service

#### Phase II

- Bandwidth, Internet access speed was increased by relocating Web servers to a Primus ultra-secure data centre
- Bandwidth, Primus provided a high speed WAN connection in support of database connectivity
- Load balancing of web sales traffic was controlled by Citrix NETScaler Appliances

#### Phase III

- Structure IT environment
- Improve IT team's ability for incident response

The results impressed TicketKing management, annual growth in on-line sales has been fantastic as shown below.

Sales Period	Increase over previous period	Steps taken
Dec 2006	133%	Server raid reconfigured Nominal Bandwidth increase
Dec 2007	193%	Bandwidth increase Citrix load balance appliance
Dec 2008	138%	Documentation upgrade

Based on financial and service stability results, TicketKing and Mirvish Productions continue to engage eSubnet to maintain connectivity and security across their LAN and WAN infrastructure.

To accomplish these outstanding results eSubnet leveraged the following services

- [Impact Analysis of Network Change](#)
- [Network Design & Architecture](#)
- [Network Deployment & Integration](#)

Primus Business Services provided the following services

- Data centre colocation
- WAN connectivity
- Internet Access

#### About eSubnet

ESUBNET ENTERPRISES INC. is a privately held consulting firm focused on computer networking and data security. Located in downtown Toronto, eSubnet supports the business goals of its clients through a structured and thorough approach to information communication technology.

Richard Danielli, a recognized network expert, is the President founder of eSubnet since the company launch in 2003.

eSubnet Enterprises  
202-120 FRONT ST E  
TORONTO ON  
CANADA M5A 4L9  
<http://www.esubnet.com>

#### **About Primus Canada**

Primus Business Services is a leading national full service communications provider offering voice, data, hosting, IP connectivity, disaster recovery and business continuity solutions to over 40,000 Canadian Companies. With 7 world-class, state-of-the-art Data Centres across Canada, Primus Business Services keeps companies' websites, servers, and mission critical applications connected for enhanced business continuity. Primus Business Services is a division of Primus Telecommunications Canada Inc.

Primus Canada is a wholly-owned subsidiary of McLean, Virginia-based Primus Telecommunications Group, Incorporated. Additional information is available at [www.primus.ca](http://www.primus.ca).

Primus Telecommunications Canada Inc.  
5343 Dundas St.W., Suite 400  
Etobicoke, Ontario  
M9B 6K5  
<http://www.primuspbs.ca>

#### **How Can eSubnet Help you**

We understand not only the security and technology of networking, but also the critical role it plays in business. Contact us when you are planning your next ICT project to see how we can work with your team to ensure project success.

#### **Reprints**

1. Commercial use: Commercial newspapers, magazines and websites that wish to reprint an article should contact eSubnet for permission.
2. Non-Commercial use: Any reproduction of content (excerpt or full text) by nonprofit organizations or companies wishing to share information with their members or clients requires that you notify us, whether for print or online usage.

Regarding reprints, contact Mr. Danielli at [rdanielli\(at\)esubnet.com](mailto:rdanielli@esubnet.com) or at (416) 203-1223.