Cityline Selects A10 ADC to Optimize Internet and Mobile Ticketing Services

Company
Cityline

Industry
Internet and Web 2.0

Network Solution
- A10 ADC
- aFleX Deep Packet Inspection (DPI) Scripting Technology

Critical Issues
- Optimize multi-site deployments to ensure maximum uptime for online purchases
- Tightly integrate with an internally-developed ticketing system to prevent application overload
- Maximize robustness, availability and error handling under heavy load

Results
- A10 ADC's advanced aFleX scripting technology enables Cityline to minimize application overload by granularly controlling transactions
- Application Delivery Partitions (ADPs) provide true network segmentation between Cityline's different ticketing functions
- Cityline consolidated five pairs of legacy application delivery controllers into one pair

> **"**There is always a huge traffic surge during the first 30 minutes of sales of popular events. We are impressed that A10 ADCs are tightly integrated with our self-developed ticketing system to preserve valuable transactions and prevent application overload during important events.**"**
>
> **Joseph Lee,**
> President, Cityline

Cityline provides an Internet ticketing platform to cinema operators, event ticketing networks, a major theme park in Hong Kong and many other individual event organizers. Over the past decade, Cityline has developed its own proprietary ticket inventory management and multi-sales channel ticketing solution, the Universal Ticketing System (UTS). Currently, Cityline's UTS is the largest ticket issuing network in Hong Kong.

Challenges

Preserve Valuable Transactions on High Value Events

For over 20 years, Cityline has provided consumers ticketing services through Interactive Voice Response System (IVRS), via the Internet, and mobile applications. To support the unique requirements of its internally-developed Universal Ticketing System (UTS), Cityline needed an application delivery controller (ADC) with advanced features and programmatic control over application traffic that could prevent applications from being overloaded proactively. Because Cityline regularly experienced a spike in traffic during the first 30 minutes of ticket sales to popular events, the ADC needed to perform flawlessly without degradation so that users could successfully purchase tickets.

In addition, Cityline needed to maintain isolated network segments for each of its UTS functional areas. To consolidate five pairs of ADCs into one, the ADC platform needed to support multi-tenancy. Furthermore, Cityline wanted an ADC that could cloak server attributes to help protect application servers from reconnaissance and attacks.

Selection Criteria

After thorough functional evaluation and performance stress tests, Cityline confirmed that A10 Networks® was able to offer the required protection functionality and multi-tenancy features. A10 offered both partition-based and hypervisor-based multi-tenancy, but Cityline preferred A10's Application Delivery Partitions (ADPs) for partition-based multi-tenancy, because they were the most cost-effective choice.

According to Cityline, throughout the evaluation and stress test process, A10 demonstrated strong technical support and understood Cityline's needs. Comprehensive stress tests ensured that A10 ADC met Cityline's requirements for robustness, availability and proper error handling, even under heavy load.

Preventing Applications Overload with A10 Solution

In addition to the essential functionality of equal distribution of traffic between application servers, A10 ADC has also helped maintain application uptime by providing granular control of traffic to web servers, application servers and related resources.

A10 ADC features deployed by Cityline include:

- **Advanced Scripting:** Deep packet inspection using A10 Networks aFleX® Deep Packet Inspection (DPI) Scripting Technology allows Cityline to control every aspect of a transaction, and it prevents applications from being overloaded, even when traffic increases suddenly.

- **Security Enhancement:** Distributed Denial of Service (DDoS) protection, detection of malicious IP addresses, and traffic control work together to mitigate attacks and block automated clients.

- **Virtualization:** A10 Networks Application Delivery Partitions (ADPs) allow segmentation of traffic by application zone and enabled Cityline to consolidate five pairs of legacy ADCs into one pair.
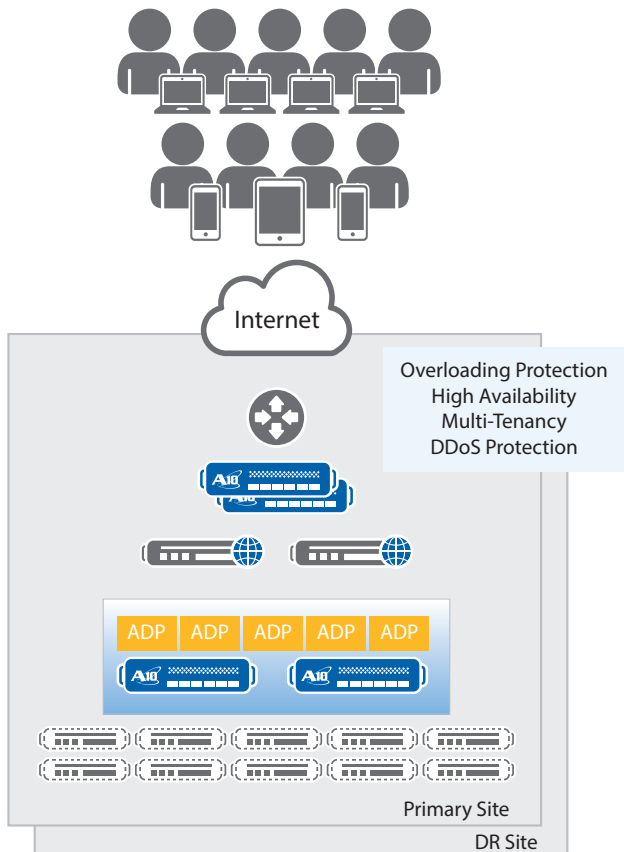

Figure 1: Cityline network architecture

Results

Since deploying A10 ADC in early 2014, the Internet Ticketing Solution has performed exceptionally well. In large part because of the reliability of its Universal Ticketing System (UTS) and application delivery controllers, Cityline has developed a reputation for offering an innovative ticketing solution to customers in Hong Kong and China. In 2014 and 2015, Cityline introduced new features and services such as a new mobile ticketing solution, and it has gradually migrated these to A10 ADC.

Success and Next Steps

With the high performance of A10 ADC appliances and their all-inclusive feature set, Cityline can fulfill future initiatives on-demand without worrying about hidden costs for additional licensing. It will also have the ability to innovate as technologies and markets evolve over time.

About Cityline

Established in 1993, Cityline (Hong Kong) Limited started its business by providing a movie-centric ticketing solution. Over the past two decades, it has been transformed into a company providing multi-dimensional full ticketing services in the e-commerce space with customers from Hong Kong, China and Macau. Cityline has developed its own proprietary ticket inventory management and multi-sales channel ticketing solution, the Universal Ticketing System (UTS), which is a highly scalable and robust system with an extensive network of sales and fulfillment channels. Currently, the UTS is the largest ticket issuing network in Hong Kong. Major Cityline clients include the LCSD of the Hong Kong SAR Government (URBTIX), UA Cinemas, Sunbeam Theatre, Cine-Art House, Yuen Long Cinema, one of the major theme parks in Hong Kong and individual event organizers.

About A10 Networks

A10 Networks is a leader in application networking, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, California, and serves customers globally with offices worldwide. For more information, visit: **www.a10networks.com**

Corporate Headquarters

A10 Networks, Inc
3 West Plumeria Ave.
San Jose, CA 95134 USA
Tel: +1 408 325-8668
Fax: +1 408 325-8666
www.a10networks.com

Worldwide Offices

North America
sales@a10networks.com
Europe
emea_sales@a10networks.com
South America
latam_sales@a10networks.com
Japan
jinfo@a10networks.com
China
china_sales@a10networks.com

Taiwan
taiwan@a10networks.com
Korea
korea@a10networks.com
Hong Kong
HongKong@a10networks.com
South Asia
SouthAsia@a10networks.com
Australia/New Zealand
anz_sales@a10networks.com

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