

# **Extending Your Business Into the Cloud**

**John Rizzi**

**VP of Product Management & Strategy  
Tickets.com**

# Agenda

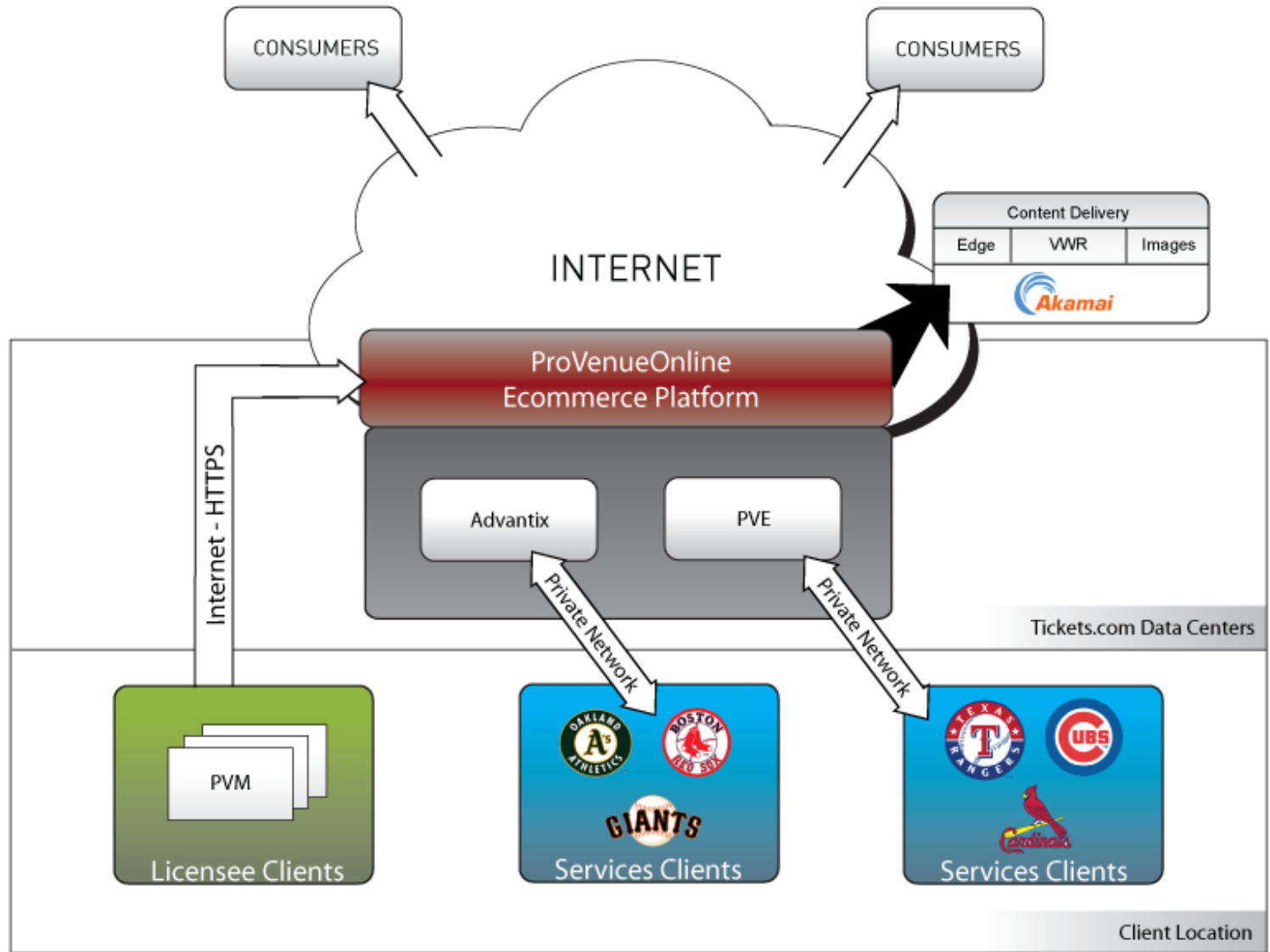
- Who is Tickets.com
- What we deliver from the cloud
- Why we've made the business decision to transition to a Software as a Service provider
- Challenges and lessons learned



# Tickets.com

- Founded as B2C portal during dot-com boom
- Growth by acquisition into early 2000's
- Now a wholly-owned subsidiary of Major League Baseball Advanced Media aka MLB.com
- B2B company selling "Ticketing Technology"

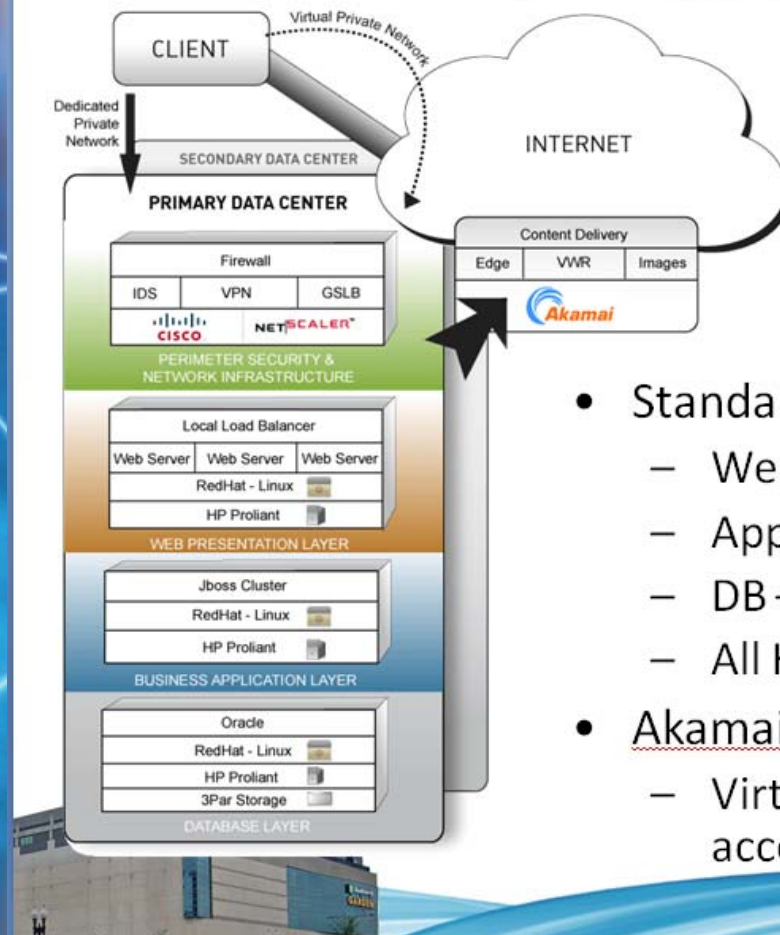
# Traditional Delivery



# SaaS Delivery

## Cloud Computing & Tickets.com

Platform = SaaS + Interoperability



### Underlying Cloud Infrastructure

- Dual Enterprise-class data centers
- Perimeter security
  - Firewalls, IDS, VPN, Global LB
  - Powered by Cisco & Netscaler
- Standard three-tier application architecture
  - Web – Web server farms
  - App – J2EE server clusters
  - DB – Oracle DB with 3Par utility storage
  - All HP servers running Linux O/S
- Akamai content delivery services
  - Virtual waiting room and content acceleration



# Business Case for Cloud

- Platform strategy is proven
- Huge differentiator in ticketing - Ticketmaster has conditioned this market to ignore technology
- Changes the paradigm of ticketing technology by encouraging ecosystem growth

# Benefits – the “ilities”

- **Manageability:** Self-op gives more control to clients and lowers TDC costs
- **Usability:** More intuitive web-based UI lowers training and support costs
- **Scalability:** Moving up and down market

# Benefits - Ecosystem

- Accelerates functionality
- Improves innovation
- Broadens adoption



Ticket Search for Fans.

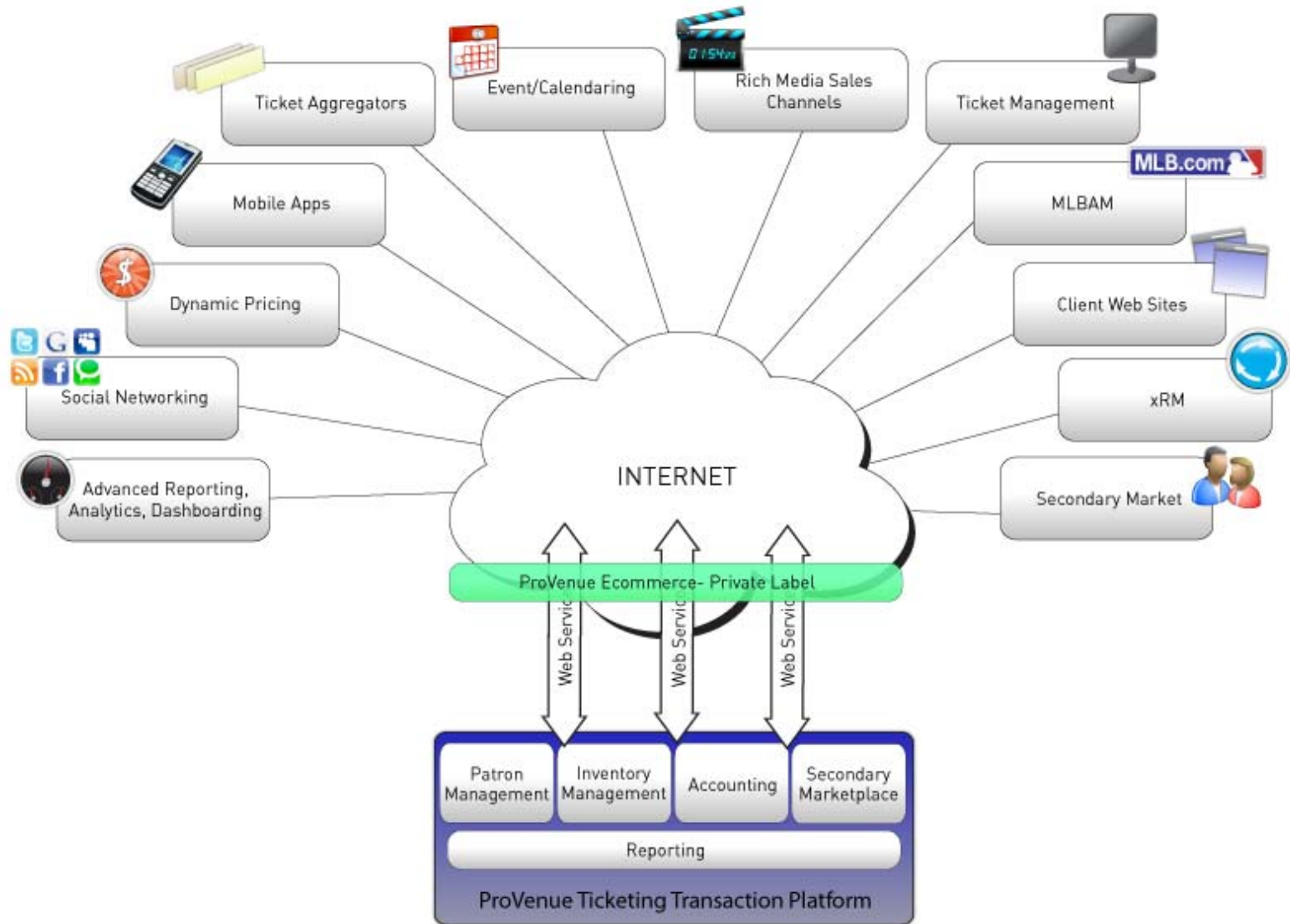


Microsoft Dynamics CRM





# Benefits – going wide



# Challenges

- Technological
  - Performance of web-based application
  - Legacy systems – conversion & support
- Business
  - Protracted transition
  - Corporate culture and expertise
  - Funding
  - Pricing

# Gauging success

- Measurements
  - Market share and EBITDA
  - Cost and revenue per ticket
  - Client-level profitability
- Current status
  - Early in transformation process
  - Tremendous amount of buy-in to the vision

# Takeaways

- Make it about more than cost savings
- Define a clear revenue model that contemplates transition obstacles and duration
- Carefully consider you core competencies and identify where investment is needed

**Thank You!**

**Extending Your Business Into  
the Cloud**

**John Rizzi**

**VP of Product Management & Strategy**  
**Tickets.com**