

Success Story Eventim

Exasol puts data at the core of Europe's leading ticketing provider

Organisations have woken up to the realisation that they need to become data-driven. Simultaneously, IT is under pressure to create a single consolidated view of all the available data.

Eventim sells hundreds of millions of tickets through multiple online platforms. The question it asked itself was how best to consolidate and leverage this data?

The challenge

Eventim has grown to become Europe's leading ticketing provider but its existing database was struggling to process queries. The software stack was not suited to analytical reporting. International acquisitions had brought an increasingly complex, and fragmented web of data.

To stay ahead of the curve, Eventim needed to put data at its core by rationalising and consolidating its systems. By tapping into its rich data resources, it knew it could deliver a better experience for customers and partners alike. It needed to make data-driven decisions and it realised that investment was required to realise the vision. Investment was not an IT requirement, but a business decision - because investing could deliver continued growth.

Some time ago, a new department "Information Science" was created. Here, Dr. Ulrich Fricke is responsible for Business Intelligence and all aspects of data management, making him a primary benefactor of the Exasol database. The whole department "Information Science" provides data driven services for the company and its partners by supporting them in three areas:

► Analytical CRM:

In collaboration with other departments a new CRM system has been implemented. The department helps to look after the eCommerce CRM system, creating the best customer experience with functionality such as a recommendation engine and streamlining the customer journey.

► Business Process Management:

Internal business intelligence reporting for better business decisions.



➤ **Partner support and retention:**

Providing the best experience for partners through analytical services, data-driven advertising and planning support.

It was also very important that the information services team was not just a cost-centre for business reporting, but a revenue generator that could bring additional business to Eventim through its recommendation engine.

At the core of all these things lies data. Data that can be used to significantly improve the outcomes for partners, customers and business decision makers.

Searching for the best

To become data-driven, Eventim realised its first challenge was to find a data hub on which to consolidate its data. It needed a product that would be a partner for the future, a system that scaled as the business grew, with an open framework that supported innovation.

The Eventim team began its search for the new stack by making two assumptions:

1. Relational databases are here to stay;
2. Big data tools complement classical tools.

At the core of their search were several principles:

1. Focus on services rather than tools
2. Prefer to buy over build
3. Reinforce success
4. Fast prototyping
5. Use external help if needed

It was with these considerations in mind, as well as considering past positive experience of candidate databases, that the team began, and a number of databases were evaluated.

Enter Exasol - Performance and elegance in simplicity

A number of team-members had used Exasol at previous companies, including Dr. Fricke who had used it to great success at Xing. The performance gains exceeded the companies expectations, with some processes running 20-100 times faster than compared to the old system.

Exasol's ETL process was also much quicker than the previous solution – it now only takes minutes to load significant quantities of data into the data warehouse. Exasol was also able to integrate data from over 20 countries, storing it in one single consolidated view.



60+ Mil. Customers
worldwide



140+ Mil. Tickets
for 200k+ Events sold



20k Stationary
ticketing outlets
throughout europe



Sales via Internet
gaining increasing
importance



Leading Portals
oeticket.com, ticketcorner.ch
ticketone.it and more ...



Several hundred
thousand tickets
extra

Scalability and lack of administrative overhead beat the competition hands down, it integrated directly into Hadoop, the store for Eventim's data lake. Exasol is a fully redundant system, so Eventim knows if one database node goes down it can immediately fail over and minimise downtime on the reporting portals.

Dr. Fricke says: "From day one Exasol showed unrelenting commitment to the success of Eventim. Being part of Exasol's community is an experience like no other."

Results: An innovative technology stack that delivers profit

- ◆ Data at the core of the business
- ◆ A single consolidated data hub
- ◆ Return on investment – several hundred thousand additional ticket sales

Innovation for the customer: Using Exasol, the department created an innovative CRM system, combined with a recommendation engine. This not only improved the customer experience, but last year supported the sale of several hundred thousand additional tickets through recommendations. Exasol has paid for itself multiple times over.

Dr. Fricke says: "Exasol has helped us deliver revenue rather than just being a cost centre. This has allowed the board to really see the value we bring, creating a great relationship with the department and the rest of the business."

Innovation for the partners: For Eventim's partners, Exasol has enabled the team to develop the Eventim.analytics web portal. That allows promoters to run analytics such as like-for-like sales. Based on the analytics, they can make adjustments to pricing or start additional promotion activity online and offline. This has driven enormous value for partners, strengthening the relationship.

Reducing illicit transactions: Eventim has also been able to reduce illicit ticketing transactions. It can detect when someone buys multiple tickets through different accounts in an attempt to circumvent ticket reservation limits.

Better reporting: By supercharging Microstrategy with a fast analytic engine, Eventim has been able to support the business with improved processes across the board.

Minimal overhead: All analytical services at Eventim are now supported by only three people on the operations team – and these team members generally only spend an hour or two each week on basic admin tasks such as user account administration. Exasol does a great job of running itself.

The future

Dr. Fricke says: "In the future, we're planning on implementing more real-time systems. By leveraging the power of Exasol we will be able to offer real-time information to promoters for particular events such as popular music festivals and one-off tours by international artists."

"Eventim UK rely on fast processing and instant, reliable access to data in order to service clients and customers. As a business, we process thousands of transactions per minute and we demand the best in database reliability. The Exasol database processes complex requests seamlessly and is the backbone of our business analytics and decision making."

Dale Ballentine, Director, Development, Eventim UK

About CTS Eventim

CTS Eventim connects millions of people across the globe with tickets to their favourite events, from sports to music to comedy, allowing them easy access to experiences. It has grown to become Europe's biggest ticketing services group by market value, largely driven by a boom in online concert ticket sales as more artists turn to live performance to make up for the declining revenues from recorded music.

Alongside ticketing, CTS Eventim is a leading provider of Live Entertainment, operating major venues such as the Eventim Apollo in London and the Lanxess Arena in Cologne. It also has long-term relationships with national and international artists, successful open-air festivals and numerous other events throughout Europe and beyond.

"When tickets sell out in minutes, our partners want access to the sales data in sophisticated analytical dashboards based on data from multiple systems. At the moment, we do it in a few hours for all data from all countries every day, which is pretty good, but with Exasol we can be even faster."

Dr. Ulrich Fricke / Head of Information Management & Technology

