

Revolutionizing Ticket Purchasing: Seamless API Management on AWS

Challenge

Faced with a lack of resilience, performance, and availability on Oracle Cloud Architecture, MobilityADO needed to rapidly migrate to an infrastructure able to support the build of one of the best ticket purchasing systems in the world.

MobilityADO, a global company founded in Mexico, has more than 8,000 buses, 26,000 collaborators, 280 BRT vehicles, 50 brands, and 500 million passengers annually.

In their effort to become a global leading mobility company, MobilityADO knew it needed an accelerated digital transformation strategy. One of the first steps was to update the front-end of each business vertical to build standard products which could be replicated in any operation at the global level.

This global platform aspires to offer comprehensive and multimodal experiences, combining services operated by MobilityADO and third-party services. The API Management system is a core element of this ecosystem.

The company initially chose Oracle Cloud for this undertaking; however, when the API Management's implementation took place the serverless infrastructure was not mature enough, generating outages that exceeded SLAs. This lack of resilience, performance, and high availability access made it clear that there were issues in the design architecture.

MobilityADO needed to find a way to quickly migrate to a solution that could support their robust ticketing system without causing outages or delays.

AWS migration enabled

- High availability of their ticketing system
- Management of spikes in demand during peak times
- Enhanced performance

Lower Costs

Pay-for-value billing mode, automatically optimizes resource utilization.

Efficient Purchasing

Improved ticket purchasing system enhances the e-commerce environment and improves user experience.

Easier to Build

Serverless applications leverage built-in service integrations; MobilityADO can focus on building instead of configuring applications.

Scalability

Technologies automatically scale from zero to peak demands, allowing MobilityADO to adapt to customer needs faster.

Impact

MobilityADO was searching for a robust, secure, and fast API Management to meet their goal of achieving the highest possible ticket sales with more reliability. They partnered with IO Connect on a new AWS Serverless approach and expected results quickly. The core features of the AWS solution were creating improved efficiency in ticket purchasing, a redesigned e-commerce environment, improved user experience, quicker releases, scalability, and a pay-for-value billing model.

IO Connect immediately addressed the prior operational, performance, and design issues reported by users by migrating the API Management to a new cloud-native application using AWS technology.

Serverless technologies feature automatic scaling, built-in high availability, and a pay-for-use billing model to increase agility and optimize costs. These technologies also eliminate infrastructure management tasks like capacity provisioning and patching so that MobilityADO can focus on writing code that serves their customers.

Amazon API Gateway was the core service of the API Management and the Lambdas functions were in charge of integration and the business logic.

Features of the AWS Serverless Solution

- Efficiency in Ticket Purchasing
- Reduced Cost
- Scalability
- Faster Releases

Timeline

- Migration achieved in less than four weeks

About IO Connect

IO Connect Services is an AWS Advanced Tier Services Partner, a certified MuleSoft® System Integrator Partner, a Salesforce Commerce Cloud Consulting Partner, and a member of the Datadog Partner Network. Our professionals have over 20 years of experience delivering complex technical solutions worldwide. We offer solutions in migration, DevOps, cloud native development, cloud solution architecture, security and compliance, and managed services. The company has achieved AWS competencies in retail, migration, and DevOps. We work relentlessly on establishing and maintaining trust with our clients and all business partners for successful long-term relationships.

Focusing on companies “born in the cloud” or wishing to migrate to the cloud, IO Connect enables them to leverage the advantages of having a cloud-native infrastructure.

Reach out to us today. Schedule a consultation to discuss whether Serverless Computing is the right solution for your organization.



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