



*ticketmaster*<sup>®</sup>

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# **Ticketmaster Leverages Sencha to Efficiently Manage Event Ticketing**



**Sencha**

CUSTOMER SUCCESS STORY



Ticketmaster Entertainment Inc., the global leader in live event ticketing, makes attending live experiences a reality by connecting fans all over the world to thousands of artists, teams, and venues—with the click or tap of a button. Ticketmaster’s consumer business enables fans to find and book tickets for live events and performances through their digital platform. Their enterprise business, on the other hand, caters to clients such as artists, promoters, and venues, who use Ticketmaster’s platform for effectively managing their events. Clients are able to get real-time data about event sales revenue, trends, inventory, attendance, sales comparison, and similar powerful metrics.

As the largest marketplace and platform for handling massive volumes of tickets and events, Ticketmaster heavily invests in designing high performing, visually appealing applications.



“Being able to efficiently monitor and manipulate data is extremely important to our clients. By offering in-app, easy-to-use interface and features to perform these actions, we play a big role in our client’s business success.”

John Uetz, **Lead Product Manager** at Ticketmaster.

# Accelerated Data Reporting

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## SHIFTING TO AN ENTERPRISE SOLUTION FOR INTUITIVE DATA VISUALIZATION ENABLED FASTER TIME-TO-MARKET

The data warehouse team at Ticketmaster is involved in collecting a large amount of generated data and creating intuitive reports that boost clients' business intelligence. The reporting application mainly consists of a graphical and data grid component—the powerhouses of front-end interface. Ticketmaster's reporting app was initially using an older technology, so viewing data was cumbersome—clients had to export data to Excel first to be able to analyze it. When the company switched to using HTML tables, it inherently lacked state-of-the-art grid features and capabilities. Ticketmaster decided to finally convert their framework to React, and they focused on enhancing the reporting application capabilities with data visualization and in-app data viewing. Developing the capabilities in-house from scratch was too expensive in terms of time and resources, so the move to Sencha's enterprise solution for app development was the most logical decision.

# Enhanced Developer Productivity with Sencha

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## RICH FEATURES AND EASY INTEGRATION INTO EXISTING APPS INCREASED OVERALL DEVELOPER EFFICIENCY

Getting started with Sencha ExtReact was easier for Ticketmaster development teams since all React components were already built for the Sencha grid. "The biggest value add was the predictability of the Sencha solution," said Uetz. Once the design team selected the right style and finalized the application interface, implementation was a much simpler process for its developers. "From a requirements perspective it was much easier—we didn't have to spend a lot of design resources on it," said Uetz. Sencha grid component comes prebuilt with all the required features such as locking, drag-and-drop, grouping, filtering, live streaming updates, pagination, and many more. The development team did not have to worry about any lacking functionality or performance issues. They could, instead, focus on implementing the grid into the application and populate with required data—effectively increasing their productivity.



"The biggest value add was the predictability of the Sencha solution,"

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# Decision Power at Your Fingertips

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## SENCHA EMPOWERS TICKETMASTER USERS WITH MODERN FEATURES FOR SMARTER IN-APP DECISION MAKING

After Ticketmaster strengthened their application components with Sencha ExtReact, they really started reaping the business benefits. Clients were happy to see the ability to analyze the data in-app, enabling decision power on the platform of choice. "Our customers like using it—although we still haven't implemented all the features, we plan to slowly roll them out. It is really helpful to let your clients manipulate their data the way they want," said Uetz.

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# Revolutionizing Live Entertainment Digital Ticketing

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With decades of success in revolutionizing the live event ticketing industry globally, Ticketmaster continues to deliver solutions for clients to creatively promote events, sell tickets, and connect fans to the events they love. Using Sencha has enabled the company to rapidly redesign their application to drive business growth.

**Try a 30-day free trial of our product.** Sencha offers a rich set of prebuilt, high performance, ready-to-use components, framework, and tools to develop engaging enterprise-grade applications.

**TRY SENCHA FOR FREE**

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Sencha tools help companies accelerate development cycles for enterprise-ready web applications. Sencha's development framework offers a single coding paradigm across all components, with hundreds of pre-integrated and tested UI components, built-in themes, and sample apps and stencils. More than 60 percent of the Fortune 100 use Sencha products to design, develop, and test their data-intensive, cross-platform web and mobile applications.

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