

# DATABASE LOAD BALANCER

## Data Management

ScaleArc is a database load balancer and website performance accelerator. It enables database administrators to create highly available, scalable — and easy to manage, maintain and migrate — database deployments.

### Customer Success

**ScaleArc goes to the movies with higher availability and performance for a leading entertainment ticketing website**

#### COMPANY

Ticketing Company

#### ESTIMATED REVENUE

\$4.5 million / year

#### INDUSTRY

Entertainment —  
Ticketing Website

#### IGNITETECH SOLUTION

ScaleArc

#### DEPLOYMENT

On-Premise

“Once we deployed ScaleArc’s software, we were able to handle a high volume of queries, without changing our applications.”

### SUMMARY

This leading ticketing company has ScaleArc website performance analyzer and database load balancing software sitting transparently between their database and their ticketing website and mobile application. This enables the company to scale SQL server deployment to accommodate traffic and manage continued growth as well as serve content faster — without application or database changes — by leveraging ScaleArc’s in-memory caching for frequent, repeating queries.

### WHY SCALEARC

In the past, the company’s SQL database infrastructure would be overwhelmed by increased loads, resulting in poor performance, downtime and a loss of ticket sales. To handle the onslaught of traffic and keep pace with an increased demand for its services, the company sought a solution to scale database infrastructure to keep up with growth.

### CUSTOMER BENEFIT

With ScaleArc, the company experiences zero downtime with higher availability, driving more transactions to completion.

### CUSTOMER OUTCOME

ScaleArc has allowed this ticketing company to maintain performance during high-profile events such as the release of blockbuster movies. It helps ensure zero downtime for the online ticket ordering application under increased demand and scale the database environment to keep pace with a 30% monthly increase in online transactions.

### SOLUTION BENEFITS

- Build highly available database environments
- Ensure zero downtime during maintenance and reduce risk of unplanned outages by automating failover processes and intelligently redirecting traffic to database replicas
- Effectively balance read and write traffic to dramatically improve database throughput
- Consolidate database analytics into a single platform for administrators and production support to make more efficient and intelligent decisions, saving time and money
- Seamlessly migrate to the cloud and between the platforms without incurring application downtime

For more information,  
visit [ignitetech.com/scalearc](https://ignitetech.com/scalearc)