

# Supporting phone and online ticket sales

## Client

Tick Tack Ticket

## Sector

Services

## Business

Ticket sales

## Challenge

Ensure continuous communications with the capacity to support large numbers of users simultaneously

## Services used

- Colt Data Centre Services
- Colt IP VPN Corporate
- Colt Voice Line/Select
- Colt Intelligent Network Services

## Tick Tack Ticket is a leading concert agency in Spain, selling 90% of concert tickets and selling tickets for sports events and bull fights.

Tick Tack Ticket is dependent on continuous communications, with 16% of sales originating on the Internet, 78% from stores (via online bookings) and 6% by phone.

Colt provides communications services with guaranteed continuity and stability, so that customers can quickly find events and can complete their payment in confidence and without interruption.

### Colt enables shared system management

Tick Tack Ticket has contracted Colt for Data Centre Services, a virtual private network (VPN), Voice and Intelligent Network Services.

In Colt's Barcelona Data Centre, there is a customised hosting solution for the ticket sales application. It comprises several Sun servers supporting the Web service, a load balancer (F5 Big-IP), a Sun server for Oracle data, Sun servers housing other critical services, and a firewall and switch managed by Colt.

Tick Tack Ticket appreciates not only Colt's high security standards,

but also the way that the system management can be shared. During the day, Tick Tack Ticket monitors the system and during the night, Colt is in charge, enabling quick implementation of changes and increased response times.

### Colt VPN connects employees

The communications link between the Barcelona headquarters and the Madrid and Granada offices is vital. Previously, Tick Tack Ticket had a DSL connection supplied by another operator which was subject to service interruptions and slow response times.

To solve these problems, Tick Tack Ticket introduced Colt IP VPN Corporate, which is based on multi-protocol label switching (MPLS) technology. The offices are now connected via Colt's VPN and Data Centre and the employees at all sites can share data as if they were in a single office.

The headquarters in Barcelona is connected directly to the Colt network via a fibre optic cable with a 100% guaranteed bandwidth,



// **Colt's customer service is fast and effective. With other providers it was extremely difficult. //**

Xavi Bolívar, Director of Tick TackTicket Systems

// **Both Tick Tack Ticket and its users have noted an improvement in the quality of our communications since we've been working with Colt. //**

Xavi Bolívar, Director of Tick Tack Ticket Systems

and the other two offices are connected over a 50% guaranteed DSL link with ISDN backup. These are highly critical connections, and Colt's VPN service ensures privacy and provides great bandwidth scalability.

### **Colt offers competitive voice pricing**

Tick Tack Ticket benefits from very competitive rates on its voice communications using Colt. There is no call placement fee and invoicing is precise to the very first second of the call.

Colt Intelligent Network Services enable Tick Tack Ticket to provide information about events through a premium-rate telephone number (09 or 0909). There is also a freephone number for technical support for the store network. These numbers are managed using Colt's platform, which enables a large number of calls to be attended to simultaneously, without losing any. These services ensure that Tick Tack Ticket can offer a premium service to its clients.

### **Colt provides one-stop shop for communications**

Tick Tack Ticket considers it essential that all its communications services come from a single operator that is agile in responding to requests, while also offering the highest quality possible at a competitive price.

Tick Tack Ticket says that the best thing about Colt's service is its short response time in making updates, whatever their type. The company also emphasises the proximity and the quality of the Colt customer service, something that Tick Tack Ticket considers fundamental for trusting a supplier.

### **Next step**

To arrange a consultation or to discuss how Colt can help you:

**Call: +44 (0) 20 7390 3900**

**Email: [info@colt.net](mailto:info@colt.net)**

