

iTicket boosts efficiency, innovation, and competitive advantage with AAM

AZURE API MANAGEMENT → AKAMAI AI AND API MANAGER • SUB-5MS LATENCY

iTicket transitioned from Azure API Management to Akamai AI and API Manager (AAM), gaining enhanced performance, flexibility, and a superior developer experience. Their APIs are now more scalable and easier to manage, meeting evolving business demands.

Challenges

- **Platform complexity**
Azure's platform complexity slowed development.
- **Lack of flexibility**
Difficulty implementing custom features and adapting to changes.
- **Resource strain**
Increased resource allocation hindered efficiency.
- **Limited agility**
Reduced ability to innovate and quickly respond to market needs.

The AAM solution

- **Bespoke features**
AAM enabled bespoke features to meet iTicket's unique needs.
- **20-second deploys**
Reduced deployment times to as little as 20 seconds per update.
- **Distributed rate limiting**
True distributed rate limiting, ensuring consistent API request control.
- **Superior developer experience**
An intuitive UI reduced development time and effort.
- **Streamlined management**
Allowed quick responses to market demands.

Key results

Increased

flexibility with tailored APIs for specific needs

Developer

efficiency improved operational productivity

Competitive

advantage strengthened position in the industry

Boosted

innovation enabled faster development and adaptation

About iTicket

iTicket, New Zealand's largest ticketing provider, revolutionizes event ticketing with seamless, customer-friendly solutions.

The journey to AAM

iTicket had been using Azure API Management as their gateway for several years but encountered critical limitations. The biggest challenge was Azure's inability to provide proper distributed rate limiting, essential for handling high-demand ticket sales. As Azure scaled instances to handle traffic, rate limits also increased, causing inconsistent traffic control and risking backend overload.

AAM's distributed rate limiting, seamless multi-environment workflows, and native GitHub integration addressed their key pain points. With edge performance and local data centres in Auckland providing sub-5-millisecond latency, AAM delivered the speed and scalability iTicket needed. The intuitive working copy system and support for OpenAPI workflows further streamlined their deployment process, making AAM the clear choice for their API management needs.



AAM has completely transformed the way we manage our APIs. Their platform gave us the flexibility we needed, allowing us to focus on delivering value to our customers instead of struggling with complex infrastructure.

Reece Preston, Managing Director, iTicket



AI and API Manager

Built into Akamai Connected Cloud

Customer Case Study