

iTicket Boosts Efficiency, Innovation, and Competitive Advantage with Zuplo

iTicket transitioned from Azure API Management to Zuplo, 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

Zuplo Solution

- › Zuplo enabled bespoke features to meet iTicket's unique needs
- › Reduced deployment times to as little as 20 seconds per update
- › True distributed rate limiting, ensuring consistent API request control
- › Superior developer experience and intuitive UI reduced development time and effort
- › Streamlined API management allowed quick responses to market demands

Key Results

Increased Flexibility with tailored APIs for specific needs	Competitive advantage strengthened position in the industry
Developer efficiency improved operational productivity	Boosted innovation enabled faster dev and adaptation

About iTicket

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

The Journey To Zuplo

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.

Zuplo's distributed rate limiting, seamless multi-environment workflows, and native GitHub integration addressed their key pain points. With edge performance and local data centers in Auckland providing sub-5-millisecond latency, Zuplo delivered the speed and scalability iTicket needed.

The intuitive working copy system and support for OpenAPI workflows further streamlined their deployment process, making Zuplo the clear choice for their API management needs.

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Zuplo 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

ITICKET