

## Transforming API Management to Power Scalable, Reliable Online Retail

E-commerce success depends on delivering seamless, secure, and high-performance shopping experiences. Zuplo's API gateway equips retailers with scalable, reliable tools to optimize backend operations and enhance customer satisfaction. From global marketplaces to niche online stores, Zuplo transforms digital commerce strategies with edge-native efficiency.

### Key Benefits

› **Enhanced Performance and Scalability**

Zuplo's global edge-native infrastructure ensures low-latency API responses and seamless scalability to handle seasonal spikes and promotions without compromising performance.

› **Simplified API Management**

Manage APIs for mobile apps, web platforms, and third-party integrations through a unified dashboard, with programmable policies tailored to your multiplatform e-commerce needs.

› **Reliable and Secure Transactions**

Prevent fraud with rate limiting, bot protection, and IP filtering. Ensure compliance with GDPR, PCI DSS, and other industry standards.

### The Zuplo Advantage

› **Seamless Multi-Channel Integrations**

Unify backend systems across web, mobile, and in-store platforms, providing a consistent shopping experience.

› **High-Traffic Event Support**

Handle surges in traffic during sales events, product launches, and holidays with Zuplo's auto-scaling capabilities.

› **Fraud and Abuse Mitigation**

Deploy real-time protections, such as rate limiting, to prevent bots from depleting inventory or executing fraudulent transactions.

## ***iTICKET***

### SCALING TICKET SALES TO MEET HIGH DEMAND

When iTicket, a major event ticketing platform, experienced challenges with slow response times and inconsistent API performance during high-demand events, they turned to Zuplo. By leveraging Zuplo's edge-native API gateway, iTicket transformed its ticketing operations, enabling effortless scalability and delivering reliable, high-speed ticket sales.