



**Solution:** Cradlepoint NetCloud Service for Branch ■ **Industry:** Retail ■ **Use Case:** Hybrid WAN

# Ticketek Supports Australia's Biggest Events with Services That Rely on Cellular Connectivity

**Ticketing offices use Cradlepoint's secure hybrid WAN routers and cloud-based management for failover from wired to wireless**



**Cradlepoint wireless edge solutions can do everything I want them to do right now, and they have the ability to do everything I want them to do in the future – including 5G.”**

**Matthew Coutts,**  
Head of IT, Ticketek

## Success Story Highlights

**Challenge** — If you've attended a concert or rugby match in Australia, you've probably used Ticketek's digital ticketing and payment services. But behind the scenes at ticketing or box offices throughout the country's major sporting and entertainment venues, the company had a pressing need: affordable, highly secure primary and backup connectivity to make sure the company's services never stop working.

**Solution** — In ticketing offices at venues all over the country, Ticketek deployed Cradlepoint's NetCloud Service for Branch and hybrid WAN edge routers supporting LTE, 5G, wired broadband, and Wi-Fi. NetCloud provides cellular insights and facilitates cloud-based management of security and SD-WAN features from anywhere.

**Benefits** — This hybrid WAN, automatic failover solution provides everything Ticketek needs to keep its most important applications running 24x7, to provide the utmost protection of the organisation's important information, and to maintain it all without frequent IT truck rolls.

## Background and Challenges

Ticketek is the leading ticketing partner to the sports and live entertainment industry in Australia, operating the country's most advanced multi-channel ticket sales and distribution network.

This entertainment events website has a market-leading mobile platform that gives customers the ability to browse, buy, and deliver tickets on their phone, through both the mobile site and iPhone app. Ticketek sells over 23 million tickets to more than 20,000 events each year, including concerts, sports, theatre, musicals, festivals, exhibitions, and family events.

For example, the National Rugby League Grand Final might draw more than 80,000 spectators. With all of Ticketek's digital ticketing and payment systems dependent on network connectivity, any outage, downtime, or performance lag is disastrous to the flow of patrons into the stadium. However, providing reliable and flexible connectivity for a wide range of locations is challenging for various reasons.

### Unscalable cost of MPLS

With the need to bring its own network to each facility, Ticketek had been using MPLS, which was reliable but far too expensive — especially given the need to scale the business.

With help from Cradlepoint partner MobileCorp, Ticketek began looking at a combination of the National Broadband Network (NBN) and 4G as a cost-effective alternative to MPLS.

### Strict POS data security guidelines

Point-of-Sale (POS) is a huge factor in Ticketek's connectivity needs, especially when it comes to ensuring data security. As part of TEG Pty Limited, security is of the utmost importance for Ticketek.

“Ticketek processes hundreds of thousands of customer credit cards every year, and we have to comply with Payment Card Industry Data Security Standards (PCI-DSS),” said Matthew Coutts, head of IT at Ticketek.

PCI-DSS standards for enterprise-class solutions include regular audits, an annual assessment, independent audits, penetration testing as needed, and more. The IT team needed a solution that would enable compliance with these strict regulatory and security requirements.

### Limitations of highly manual deployment and ongoing management

Managing connectivity and data security for edge networking at many sites is very difficult. Configurations regarding WAN connections and VPNs alone require constant attention and frequent adjustments, which is expensive at best and impossible at worst with a lean IT team.





## Solution

For its networking needs at event venues throughout Australia, Ticketek chose Cradlepoint's NetCloud Service for Branch and hybrid WAN edge routers supporting LTE, 5G, wired broadband, and Wi-Fi. Each router includes Unified Edge security — including easy VPN setup — through NetCloud, which MobileCorp uses to provide centralised management of connectivity and network security.

“Cradlepoint wireless edge solutions can do everything I want them to do right now, and they have the ability to do everything I want them to do in the future — including 5G,” Coutts said.

## Benefits

### Cost-effectiveness of 4G LTE for Wireless WAN

Using NBN for primary connectivity and cellular broadband as backup through one router enhances reliability and ease of management, while costing much less per site than MPLS, which is important for Ticketek as it continues to expand its footprint.

“We expect to save about \$250,000 per year just on fixed venue connections,” Coutts said.



### Seamless failover and failback

With cellular-enabled hybrid WAN edge routers in place, Ticketek can configure automatic, instant failover from a wired link to cellular and then back to wired once the primary link is available again. Plus, using 4G LTE as an additional connection provides link diversity to remove the potential for outages in the “last mile.”

“Cradlepoint provides a seamless failover to 4G and back to the physical connection without an interruption occurring, which was crucial for us, because at any one time, we are processing ticket sales or providing venue connectivity to hundreds of thousands of patrons at large events,” Coutts said.

### Future-proofing for SD-WAN and 5G

With 5G now available and with Cradlepoint leading the way in 5G solutions, Ticketek also took into account scalability and future-proofing. The company sought more bandwidth at the network's edge, along with robust routing and networking capabilities that would optimise efficiency and costs.

“If we were going to move to SD-WAN, we figured using 4G as a backup would be key to building resiliency for our locations,” Coutts said.



## Comprehensive security options through one solution

The Cradlepoint solution provides off-site management of everything Ticketek and MobileCorp do to ensure information security as part of the hub-and-spoke system. The wireless edge routers have built-in application-aware, zone-based firewall, IPS/IDS, content filtering, and VPN capabilities that can be configured from anywhere. Group policies can be applied to support the many subnets that are spread across widespread offices.



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“I have a lot of faith in Cradlepoint being able to deliver the security and reliability I want,” Coutts said.

## Centralised network monitoring and control

NetCloud Manager makes it easy for Ticketek, through MobileCorp, not only to identify downtime and configuration gaffes, but to immediately rectify those mistakes at every affected location.

“If I want to make a change, I can send my request to the team and then that update has been implemented within a matter of minutes through NetCloud Manager. That is absolutely fantastic,” Coutts said.

As a Cradlepoint 5G Elite Partner and a Telstra Platinum Partner, MobileCorp was uniquely positioned to deploy an integrated wireless and fixed network and from the ground up build a multi-path secure network that meets Ticketek’s business needs. MobileCorp is providing a fully managed environment for Ticketek that covers the edge router; logging tickets associated with carrier network faults; and interconnection between staff, ticketing venues, and the cloud.

Explore cellular-enabled hybrid WAN solutions at [cradlepoint.com/branch](https://cradlepoint.com/branch)



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