CENGN

IMCBA INNOVATION HIGHLIGHT

imcba.com

COMPANY OVERVIEW

IMC's beginnings date back to 2004 as a re-start to one of Canada's first Interactive Agencies (sold to WPP in 1999). Today, IMC has almost 100 people working in Toronto (Canada), London, Leeds (UK) and Sau Paulo (Brazil). They are an IBM Lead Partner for Watson in Canada, a Microsoft Gold Partner, Shopify Plus Partner, Adobe AEM Partner, Agility Partner, and many more! IMC Business Architecture Inc. (IMCBA) was incorporated in 2012 and has become a renowned leader in AI for business.

LOCATION: TORONTO, ON

TECHNOLOGY

Data Centre and Cloud

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LACK OF INTEGRATION WITH TICKET VENDOR APIS

IMCBA developed a solution to allow travel (and other) websites to integrate with ticket vendors' APIs. Currently, many venue tickets are handled by ticket sales companies. Selling tickets is generally performed in a manual manner with the buyer contacting the ticket sales company who gets pricing from the venue and then quotes and completes the sale to the buyer. The ticket sale company then orders tickets from the venue that are either shipped out by the venue or printed off by the sales company or the buyer. Many venues implemented APIs for ticket sales from sales companies, however, these APIs are not easily integrated.

INCORPORATING TICKET VENDOR APIS

The IMCBA solution incorporates an automated ticket generating server and an email generator with a client care portal. The IMCBA platform provides simple integration of the venue APIs with e-commerce sites. As IMCBA has current business relationships with major venues, such as Universal Studios, they have access and expertise in working with client APIs. The IMCBA platform allows users to quote, purchase, transfer, and reissue tickets via connection to the venue APIs. As ticket prices are constantly fluctuating, the automated system with sub-second latency developed by IMCBA provides enhanced efficiencies for the ticket buyer, ticket agent and issuing venue.

ENSURING STRONG PERFORMANCE WITH A HIGH NUMBER OF USERS

With CENGN's infrastructure, IMCBA ensured that their platform delivers optimal performance with a high volume of users. IMCBA also learned the resource requirements to reach their performance goal. They conducted and successfully completed tests for user purchase and cancellation sessions, evaluated the performance of the platform's SQL database layer and multi-tenancy component. IMCBA successfully ensured their platform's scalability, performance metrics, and restrictions.

> "As a result of this project, we now better understand the performance parameters for our product and the base resources required as a minimum."

Val Silva
Chief Technical Officer,
IMBA