

“Our business team committed to exposing an API by New Years Day. I had less than three weeks to research, trial, purchase, and setup a monitoring platform. API Fortress was recommended to us by our API Management vendor. API Fortress had us up and running with time to spare. They helped eliminate a ton of potential headaches, and the platform was invaluable in reporting on our functional uptime reliability to partners.”

—Allan Neil, Technical Product Manager at AudienceView

Continuous API Quality

To maintain their leadership in the live events and entertainment industry, AudienceView decided to expand their API partner program. They chose the leading API management platform to handle enterprise-grade security and scalability. Then they had to find the right solution to monitor the API's functional uptime. Reliability is crucial for high-performance API programs that must handle high traffic volume with inconsistent patterns due to variables such as social media events, weather, and seasonal buying.

With the rapid growth of their partner API program, AudienceView was able to offer innovative new products to make it easier and more cost-effective for customers to distribute inventory for their sports, arts, and entertainment events while maintaining a branded experience from end-to-end. For example, a national university using the AudienceView API modernized their end-customer engagement by offering real-time updates and ticketing. Ultimately, AudienceView's expanded API program allowed their customers to deploy true end-to-end solutions that could engage their customers before, during, and after ticket sales.



ABOUT AUDIENCEVIEW

AudienceView is a leading provider of ticketing, e-commerce and other business solutions for the live events and entertainment industry. Their SaaS solutions support more than 8,000 of the world's most renowned live events and entertainment venues and organizations. AudienceView facilitates over \$2 billion in annual transactions for their clients.

CHALLENGE

As the official ticketing platform for hundreds of venues, AudienceView wanted a more seamless way to have partner venues interact with their platform's ticketing capabilities. Their API program gives venue service representatives the ability to quickly create and sell tickets to their customers.

SOLUTION

API Fortress allowed AudienceView to automate the monitoring of their APIs on a centralized platform that seamlessly integrated with their API management platform. API Fortress is the testing partner of most major API Management platforms including Mulesoft, TIBCO Mashery, Oracle, Axway, and Kong.

Ultimately, AudienceView was no different than any other organization that is thriving in the API economy: they needed to maintain high-velocity innovation against their competitors without increasing risk including:

- Building APIs with flaws that aren't discovered until late in the development lifecycle, or after they've already gone into production
- Failing to quickly diagnose and remediate defective APIs until they have already caused great damage with both tangible and intangible costs
- Pushing broken APIs to production due to insufficient functional, integration, and performance testing
- Failing to validate the API achieves the intended business goals

Choosing API Fortress

AudienceView decided to choose API Fortress for continuous API testing. With API Fortress, AudienceView's API team could leverage the native integration with their API manager, and automatically generate functional API tests. Those functional tests were scheduled to run consistently, and it gave the team insight to the functional uptime of their APIs.

Allan Neil, Technical Product Manager at AudienceView, led the expansion of the partner API program to focus on integrations with external technology firms and ticketing partners. When Mr. Neil brought in API Fortress, he noted:

We needed an industry leading monitoring platform, that gave us the flexibility to also perform regression testing at a later date. After reviewing the marketplace API Fortress was clearly the best option.

By standardizing an overarching API testing strategy across the whole organization, AudienceView was able to focus on ensuring that third-party APIs and web services met their high standards for reliability, availability, and functionality.

Key Outcomes for AudienceView

- Reliable Third-Party SLA Monitoring
- Easily Generated Tests From Their API Manager
- Reused Existing Tests as Monitors

In under three weeks, AudienceView implemented API Fortress to monitor their APIs.

Add API Testing to Your Agile Workflow

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