Challenge

AudienceView is the official ticketing platform for hundreds of venues. To help maintain their innovative leadership and create new streams of revenue, they decided to launch a partner API program. Their primary goal was to offer an innovative new solution to make it easier and more cost-effective for their sports, arts, and entertainment venue partners to sell inventory and seats. The partner API would also allow their partners to improve customer experience by extending branded experiences from pre-purchase to after-purchase.

But to make it all happen, AudienceView had to follow a tight timeline to launch a partner API program to help them keep up in their competitive market as a ticketing platform leader. For both AudienceView and their partners, API reliability and resilience are top of mind. That meant AudienceView needed to offer a highly competitive SLA that not only would guarantee uptime, but guarantee functional uptime. This meant that they needed a single-truth way to test and monitor the impact of constant and rapid changes in their API.

Solution

AudienceView selected API Fortress to help them shift testing and monitoring left to catch API defects and vulnerabilities before going to production. API Fortress unifies functional, integration, and load tests into one holistic test that can then be reused as functional uptime monitors. As an official **TIBCO Cloud™ Mashery® partner** for continuous API testing (read the **TIBCO Success Guide for a Healthy API Program** for more info), it was simple to integrate Mashery API management and API Fortress. By merging API design, management, testing and monitoring workflows into a single pane, AudienceView developers, testers, UX and product teams could efficiently collaborate to ensure that their API supported critical business, technical, and API security capabilities.

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.

"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 with digital-native and cloud-native solutions for the live events and entertainment industry, AudienceView decided to expand their partner API program for even greater synergies. AudienceView chose TIBCO Cloud Mashery to deliver API management with enterprise-grade security and scalability. API uptime with multiple nines of availability and 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 such as making 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 AudienceView and their API could modernize 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.

At the end of the day, 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 risks 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 the APIs 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
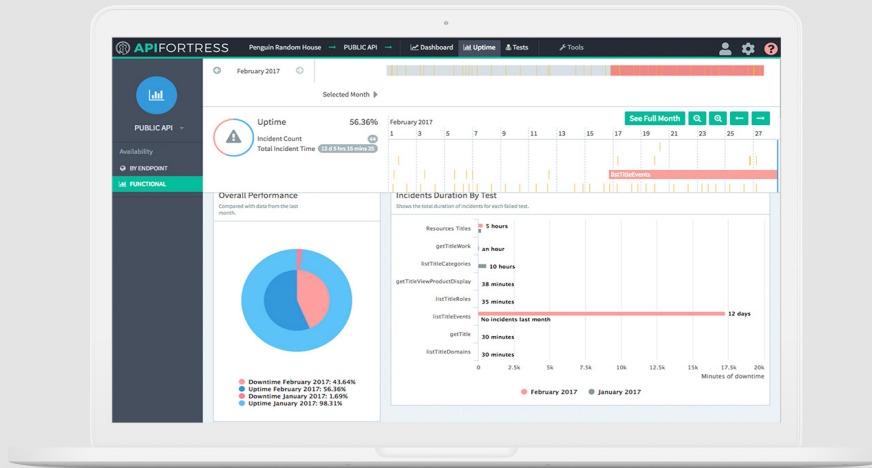
API Fortress for TIBCO Cloud Mashery

AudienceView decided to choose API Fortress, TIBCO Cloud Mashery's exclusive partner for continuous API testing. With API Fortress, AudienceView's API team could leverage the native integration between API Fortress and TIBCO Cloud Mashery to sign into the TIBCO Cloud Mashery dashboard from API Fortress and automatically generate API monitors.

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
- Able to Test Existing APIs for Reliability
- Discovered Memory Leaks in Existing Code

In less than three weeks before the busy holiday season, AudienceView implemented API Fortress for TIBCO Mashery to monitor their partner APIs.