interxion™

EUROPEAN TRAIN OPERATOR'S HYBRID IT ENVIRONMENT ELEVATES RIDER EXPERIENCE

Challenges:

- Provide flawless mobile end-user experience

- Achieve low roundtrip transaction latency

- Decrease networking costs

Solutions:

- Connect directly to AWS cloud through Interxion data centre

Results:

- Enhanced user experience on hybrid mobile app

- Minimised latency through a seamless connection between data on-prem and cloud

- Increased IT reliability and performance

A major European train operator that serves 1.25 million customers sells tens of thousands of train tickets through its mobile app during peak travel times. App users expect a flawless mobile experience where ticket purchases process instantaneously. In order to meet high user expectations, the train operator developed the kind of hybrid IT infrastructure capable of delivering a speedy, reliable end-user experience.

Purchase Travel Tickets Any Time, Anywhere

Customers booking travel tickets expect a seamless mobile experience. Imagine you're running late to catch a train, so you jump on right as it departs even though you haven't yet purchased a ticket. But, when you try to buy a ticket on the train's mobile app, the transaction takes a long time to process, and you start to get nervous that you won't have a ticket to show the conductor by the time they come around.

Ticket transactions need to process immediately, giving users the reassurance that they have successfully purchased a ticket. Otherwise, a subpar user experience can negatively affect the brand's image and have a direct impact on revenue, as users may choose to travel via competitors instead.

As customers increasingly use mobile apps to book travel tickets, there's more tasking needed from the performance side. One leading European train operator found that the network infrastructure supporting its mobile ticket app couldn't keep up with increased mobile traffic.

As a result, the train operator worked with Interxion to future proof its IT infrastructure and make sure that it is capable of supporting the high volume of transaction requests, at the speed of mobile travel.

Supporting a Hybrid Mobile App

The train operator's container-based mobile app relies on a modern hybrid infrastructure, using both an on-premise environment and the cloud to complete user transactions. While the ticket store is hosted on AWS, the ticket purchasing process moves into a data centre for added security.

The connection between these two environments needs to be quick and seamless in order to support the process. If not, the app suffers from high latency, which translates to a mediocre user experience.

In the past, the company struggled with high latency because it relied on the internet to provide the link between its own data centre and the AWS cloud. That internet connection simply was not capable of supporting the volume of ticket requests, nor the speed at which the transactions needed to occur. During peak transaction times – when the app received tens of thousands of requests per minute – the connection was very slow, which negatively impacted the user experience.

In order to speed up the transaction time, the train operator partnered with Interxion to move critical infrastructure closer to the internet exchange and establish a better connection with AWS. Interxion provides the AWS point of presence (PoP), allowing the train operator to connect directly into the AWS cloud.

Seamless Connection

Connecting directly to the AWS cloud improved app performance and reliability, enhancing the end-user experience overall. The train operator also enjoyed decreased networking costs and stronger security through its partnership with Interxion.

By creating a seamless connection between the on-prem environment and the cloud, Interxion's data centre enabled the train operator to significantly reduce roundtrip transaction latency. With Interxion's help, the transaction experience only takes a few seconds, even in peak traffic times. Faster transactions mean happier end-users, and the train operator took note.

Above all, the seamless connection between on-prem and the cloud is an essential piece of the mobile ticketing puzzle. Interxion provides the link, ensuring that users get where they need to go, with minimal frustration.