



# OCI GRAILS CASE STUDY: ONLINE TICKETING PLATFORM

## RELEVANT BACKGROUND

This online retailer functions as an intermediary between individuals who resell or buy tickets to music, sports, theatre, and other events. As a relatively young, but successful, startup, this online ticket reseller is no stranger to rapid growth and development. In an effort to expand its reach, the company recently dove into the unoccupied, Asian, online market, recognizing the lack of a dominant market leader in this sector.

## BUSINESS CHALLENGE AND OUTCOME

The online ticketing giant quickly realized that moving into the Asian online market required a stable, yet scalable, development platform, to increase development speed and support the scaling burden of reaching the untapped, Asian market. China, Japan, South Korea, and India represent a booming market for e-commerce, and a misstep on platform choice would likely mean giving away the first-mover advantage. Furthermore, the company needed a solution that easily integrates and maximizes its existing investments in Java, Hibernate, and Spring. The company was ready to take the leap, on condition that they could “experiment quickly,” allowing themselves to “fail fast” if their choice of a development platform did not prove optimal.

After selecting and utilizing Grails, the Open Source web development framework sponsored and developed by OCI, the online retailer now boasts stronger business capabilities, including advanced web applications, higher quality customer service, and sales tools in 50 countries. With Grails, the ticket reseller achieves tremendous scale, quality, and speed-to-market.

## GRAILS ADVANTAGES

Because Grails represents the combination of convention over configuration and sensible defaults, the framework works like “Java on steroids.” Popular among shops that have invested in Java or JVM-based technologies, Grails facilitates rapid application development. It is welcomed by development teams (including those currently using Spring and Hibernate) with its flat learning curve; and applauded by businesses as it measurably increases speed-to-market. Software engineering support and strong documentation, bolstered by a vibrant user community, make Grails a terrific choice for any organization looking to quickly bring industrial-strength, scalable, and integrated solutions to market.

## CLIENT FEEDBACK



*“With Grails and its fantastic built-in testing framework, we have been able to increase core logic coverage, while simultaneously reducing application bugs.”*

*“Grails is an agile development framework that reduces time to market and gives us needed web application development velocity.”*

*“Another KPI that makes our product better is that using Grails makes our developers more productive and happy, which makes everyone happy – including the business.”*

## ABOUT GRAILS

- Accelerates web application development
- Supports exponential scaling
- Maximizes “convention over configuration”
- Deploys well within existing, complex environments
- Provides necessary flexibility to develop plug-ins, and to quickly address and resolve issues

## OCI ADVANTAGES

- 25+ years’ experience with Open Source product development and building high-performance, real-time, mission critical systems
- Grails co-founders lead the OCI Grails team, along with subject matter experts from around the globe
- Customizable library of training materials, delivered by practicing software engineers and subject matter experts
- Experts in Open Source Solutions: partnering with clients to determine where and when Open Source can add value and reduce technical debt

We write some of the world’s most powerful software solutions, are deeply committed to Open Source, and have trained over 50,000 developers. We proudly sponsor the Grails framework, and stand ready to help you enhance your Grails journey.

Please contact us today to discuss your next Grails project.

