

## StubHub International - Cloud modernization

A first analysis of their tech environment revealed an oversized and un-optimised environment. Therefore, Incentro provides StubHub International with two teams: one focused on resizing operations and a second one to stabilise and optimise resources.

### The challenge

StubHub International's Google Cloud environment was the result of a migration from an on-premise data centre to the cloud using a lift-and-shift strategy. This meant: 1 - Oversizing of resources, especially in the Compute Engine VMs, which were causing significant overheads for the customer. 2 - Need for post-migration stabilisation and optimisation of all resources migrated to Google Cloud.

### The solution

Thanks to products such as Compute Engine, Kubernetes, Cloud Filestore, Cloud Storage, BMS, Cloud Composer, Bigquery or Cloud SQL it was possible to manage and enhance StubHub International's ticketing platform. Initially, the platform was resized to scale to its actual use, and afterwards work started to modernise the applications to container-based technologies.

### The result

In the resizing part, all short-term objectives were achieved together with one of the most important milestones of the first phase: reaching a minimum saving of 500K, finally achieving +700K. On the optimisation side, the biggest benefit for both Incentro and the customer was gaining clarity on the overall system architecture and stabilising several important aspects of the infrastructure.

The result was better than expected: not only was the savings target of 500K achieved, but it was exceeded to reach +700K.



#### About StubHub International

StubHub International is a marketplace that provides fans a safe and trusted environment to buy and sell tickets for sport and music events globally. Backed by award-winning customer care, StubHub's FanProtect™ Guarantee means every ticket is guaranteed valid or customers receive a replacement ticket of equal or better value or their money back.

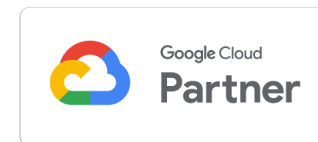
Vertical/horizontal solution: Tourism & Leisure

Primary project location: Spain



#### About Incentro EIM Services España S.L.

Incentro is a cloud specialist digital transformation company founded in 1996 which operates from 14 offices in Spain, the Netherlands and Kenya.



#### Products

Google Cloud Platform

Professional Services Organization