

# A Case Study of Benchwarmer Sports Cloud Adoption and Publishing System



#### About Benchwarmer Sports

Benchwarmer Sports has been in business for 20 years as an upscale sports/travel package service, taking customers to the Super Bowl, Kentucky Derby, Daytona 500, NBA All-Star Games, MLB, Horse-racing, Golf and Tennis events across the United States and Canada.

# The Challenge

Benchwarmer Sports was founded 20 years ago and was essentially running off of spreadsheets and a brochure-based website. They had sheets to track hotel rates, room reservations, ticket prices, airline reservations, discounts, customer data, shipping rates, location data, and credit card info. Staff worked with over 50 different sheets and cross-referenced documents that were updated by hand to ensure sales and customers were being taken care of.

The challenge was to automate everything. The goal being to Automate the publishing of events, travel packages, images, hotel info, credit cards, outgoing emails, onboarding of new customers, price fluxuations, calendaring, room occupancy changes, bed types, additional nights, ticket upgrades, optional tours, and optional event tickets.

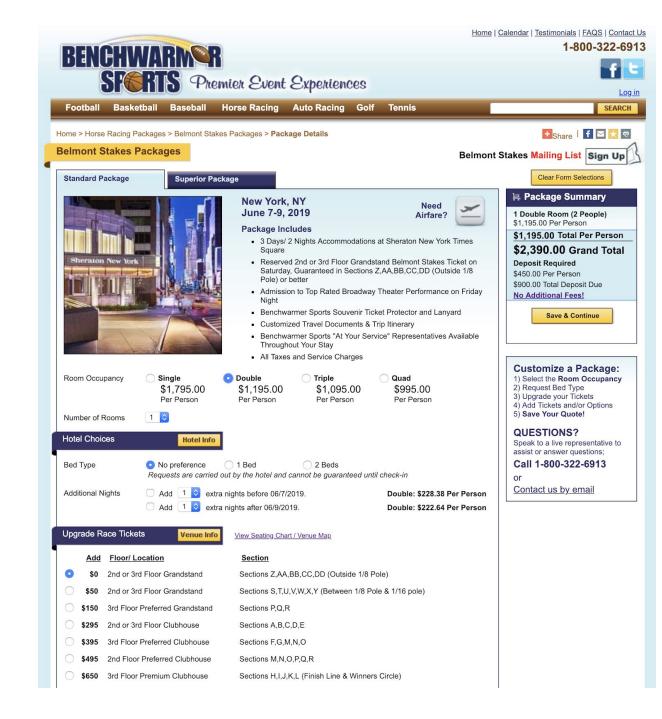
#### The Solution

The solution was to recreate all the tables in a an AWS Relational Database Service (RDS) with PostgreSQL. Customer IDs were linked with package IDs, which were associated with event IDs, which were synced with purchases. Every step of the event-package purchase

process was automated, from the front-end selection by the customer, to the emails received from the site owner to manage the product and customer-service.

- 1. Amazon EC2 instance to provide the logic to dynamically render the site.
- 1. Amazon CloudFront to provide global CDN distribution and decrease latency.
- 2. AWS WAF to protect Benchwarmer Sports from SQL-injection, Cross-scripting attacks, and other security measures.
- 3. Amazon RDS with PostgreSQL for database storage and rapid customer data retrieval.





# The Benefits

Benchwarmer Sports was pleased with the huge time-savings offered by automating so many aspects of the sales process. What used to require a long phone call with a customer is now just a few minutes of checking an online sale. This allows Benchwarmers staff to contact the customer for personalized service and focus on the fun aspects of travel and personal interaction instead of paper-based pricing details. Now the customer can click package additions and know exactly how much an addition adds to the overall purchase price across multiple attendees. Now coupons and additional nights are calculated on the fly. Customers can click to upgrade or downgrade and receive emails about similar trips in the future. Reminders about payments and billing are automated. This new Benchwarmer Sports site has allowed the company to scale, which is the best event of all.

# About IMPLERUS

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We design, build, integrate and manage solutions for cloud-based applications and system architectures.

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