

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.

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1-800-322-6913




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BENCHWARMER SPORTS Premier Event Experiences

Football Basketball Baseball Horse Racing Auto Racing Golf Tennis

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Belmont Stakes
Elmont, NY
June 8, 2019

View Packages

Benchwarmer Sports - Providing Corporations and Individuals Travel Packages to Premier Events for 30 Years

Become a Benchwarmer!

- Affordable, Quality Sports Travel Packages
- One Stop Shopping for Custom Sports Experiences
- Exceptional Customer Service with On-Site Representatives
- Peace Of Mind Guaranteed! 30 years of 'Worry Free' Service

Our Benchwarmer Promise - When you travel with us, we guarantee to get you into the event. We have over 30 years of of unblemished service! See what our customers have [to say about us...](#)

We are an independent intermediary for event ticket and travel services. Ticket prices may be above or below face value.

NBA All-Star Game



Join in the celebration, as NBA fans worldwide experience the high flying, monster dunks and sweet three-point shots of today's ...

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Daytona 500



The Daytona 500 is the biggest, richest and most prestigious motorsports event in America. Come watch your favorite drivers ...

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Kentucky Derby



On the first Saturday of May, America's best three-year-old Thoroughbreds assemble under the famous Twin Spires at historic ...

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MLB All-Star Game



Since 1933, Major League Baseball has held the 'Midsummer Classic' as celebration of the game. The 90th MLB All-Star Game will be ...

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Standard Package

Superior Package



New York, NY
June 7-9, 2019

Need
Airfare?



Package Includes

- 3 Days/ 2 Nights Accommodations at Sheraton New York Times Square
- Reserved 2nd or 3rd Floor Grandstand Belmont Stakes Ticket on Saturday, Guaranteed in Sections Z,AA,BB,CC,DD (Outside 1/8 Pole) or better
- Admission to Top Rated Broadway Theater Performance on Friday Night
- Benchwarmer Sports Souvenir Ticket Protector and Lanyard
- Customized Travel Documents & Trip Itinerary
- Benchwarmer Sports "At Your Service" Representatives Available Throughout Your Stay
- All Taxes and Service Charges

Room Occupancy Single \$1,795.00 Per Person **Double** \$1,195.00 Per Person Triple \$1,095.00 Per Person Quad \$995.00 Per Person

Number of Rooms

Hotel Choices

[Hotel Info](#)

Bed Type No preference 1 Bed 2 Beds
Requests are carried out by the hotel and cannot be guaranteed until check-in

Additional Nights Add extra nights before 06/7/2019. **Double: \$228.38 Per Person**
 Add extra nights after 06/9/2019. **Double: \$222.64 Per Person**

Upgrade Race Tickets

[Venue Info](#)

[View Seating Chart / Venue Map](#)

Add	Floor/ Location	Section
<input checked="" type="radio"/> \$0	2nd or 3rd Floor Grandstand	Sections Z,AA,BB,CC,DD (Outside 1/8 Pole)
<input type="radio"/> \$50	2nd or 3rd Floor Grandstand	Sections S,T,U,V,W,X,Y (Between 1/8 Pole & 1/16 pole)
<input type="radio"/> \$150	3rd Floor Preferred Grandstand	Sections P,Q,R
<input type="radio"/> \$295	2nd or 3rd Floor Clubhouse	Sections A,B,C,D,E
<input type="radio"/> \$395	3rd Floor Preferred Clubhouse	Sections F,G,M,N,O
<input type="radio"/> \$495	2nd Floor Preferred Clubhouse	Sections M,N,O,P,Q,R
<input type="radio"/> \$650	3rd Floor Premium Clubhouse	Sections H,I,J,K,L (Finish Line & Winners Circle)

Package Summary

1 Double Room (2 People)
\$1,195.00 Per Person
\$1,195.00 Total Per Person
\$2,390.00 Grand Total
Deposit Required
\$450.00 Per Person
\$900.00 Total Deposit Due
No Additional Fees!

[Save & Continue](#)

Customize a Package:

- 1) Select the Room Occupancy
- 2) Request Bed Type
- 3) Upgrade your Tickets
- 4) Add Tickets and/or Options
- 5) Save Your Quote!

QUESTIONS?

Speak to a live representative to assist or answer questions;

Call 1-800-322-6913

or

[Contact us by email](#)



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

IMPLERUS Corporation is a Northern Virginia-based AWS Advanced-Tier IT consulting and services firm dedicated to providing innovative solutions to the Intelligence Community, public and private-sectors.

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

Our clients range from Fortune-level global VC firms to government intelligence and defense agencies through our successful relationships with satisfied clients over 25+ years.

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