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.

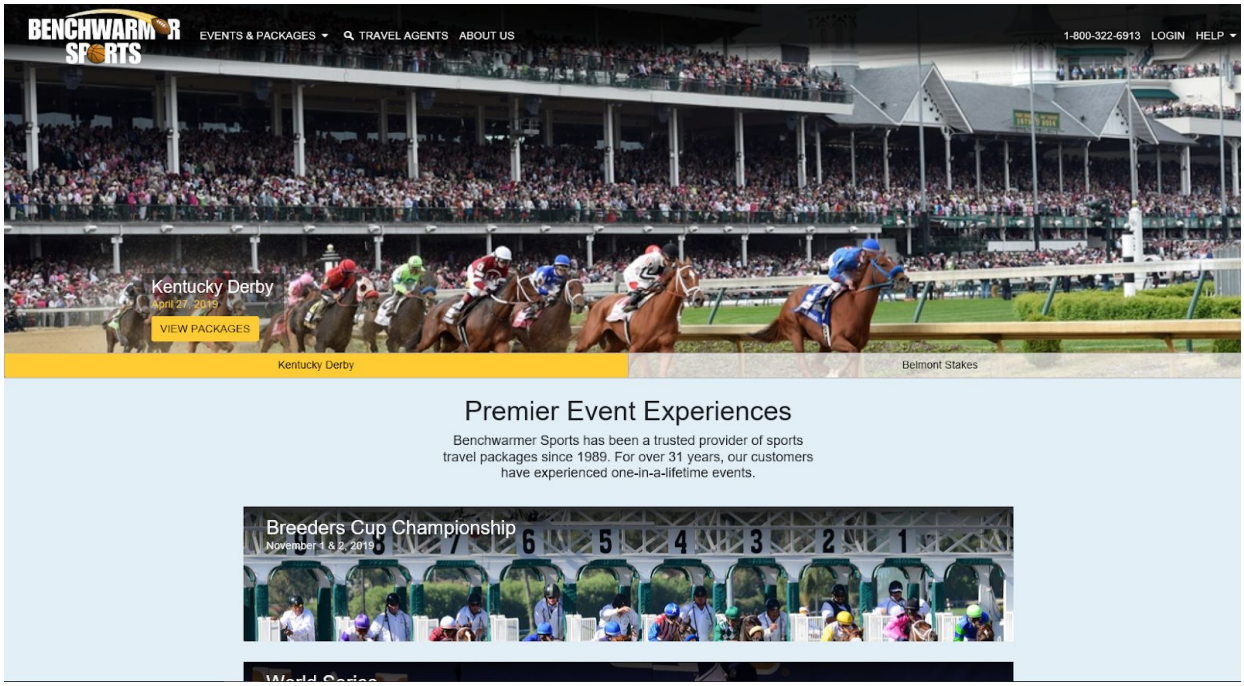
The challenge was to automate everything. The goal being to Automate the publishing of events, travel packages, images, hotel info, credit cards, outgoing emails, onboarding of new customers, price fluxuations, calendaring, room occupancy changes, bed types, additional nights, ticket upgrades, optional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

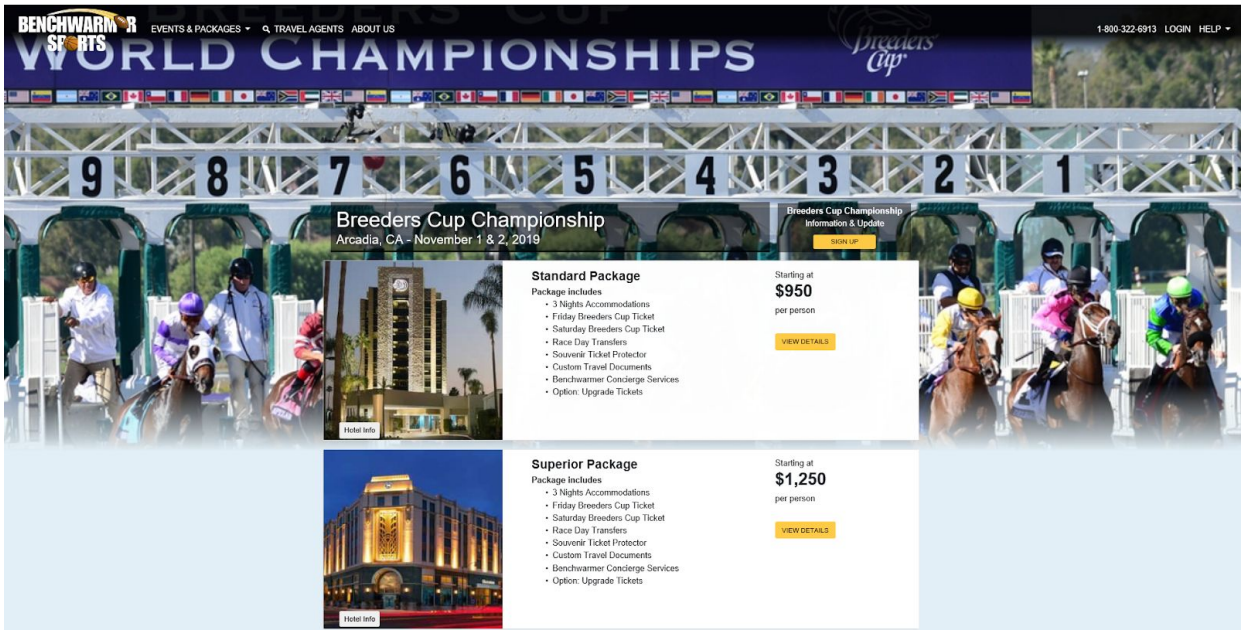
The Solution

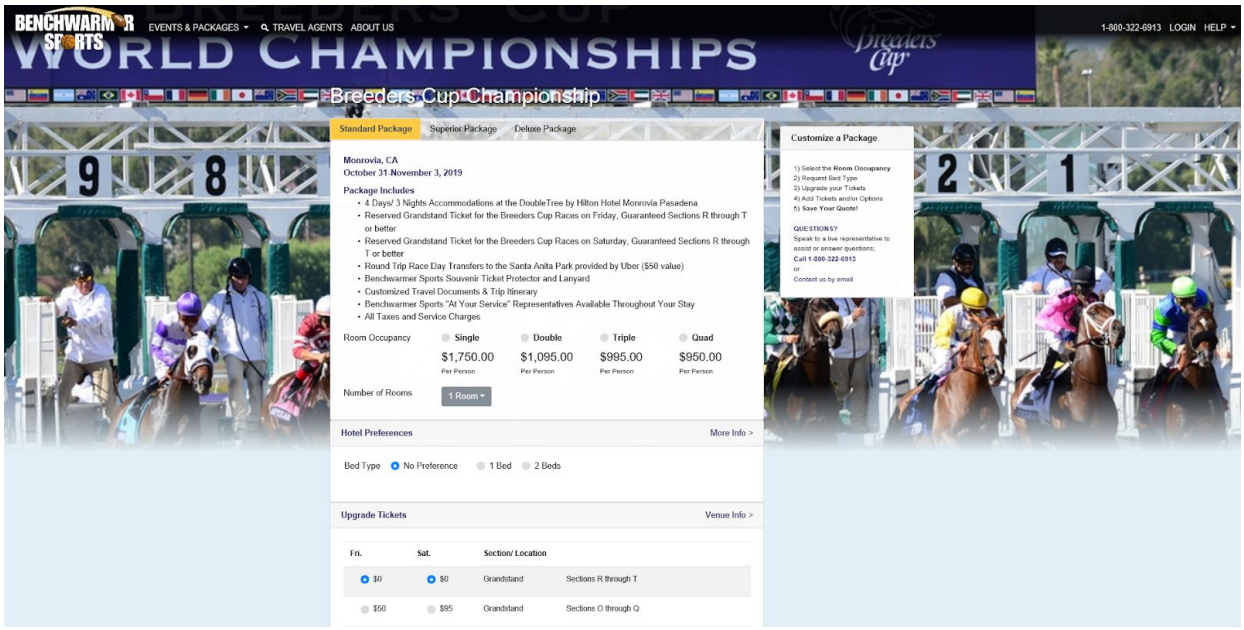
The solution was to recreate all the tables in a Multi-AZ Amazon Aurora MySQL Relational Database Service (RDS). Customer IDs were linked with package IDs, which were associated with event IDs, which were synced with purchases. Every step of the

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. Apache & PHP on a Multi-AZ Autoscaling Amazon EC2 instances behind an Application Load Balancer to provide the logic to dynamically render the site.
2. Amazon CloudFront to provide global CDN distribution, decrease latency and HTTPS security using AWS Certificate Manager.
3. AWS WAF to protect Benchwarmer Sports from SQL-injection, Cross-scripting attacks, and other security measures.
4. Multi-AZ Amazon Aurora MySQL for database storage and rapid customer data retrieval.
5. Route 53 to point DNS resolution to the Amazon CloudFront CDN.




BENCHWARMER SPORTS
EVENTS & PACKAGES
TRAVEL AGENTS
ABOUT US
1-800-322-6913 LOGIN HELP
WORLD CHAMPIONSHIPS
Breeders Cup
Breeders Cup Championship
Arcadia, CA - November 1 & 2, 2019
Breeders Cup Championship
Information & Update
SIGN UP
Standard Package
Package includes
• 3 Nights Accommodations
• Friday Breeders Cup Ticket
• Saturday Breeders Cup Ticket
• Race Day Transfers
• Souvenir Ticket Protector
• Custom Travel Documents
• Benchwarmer Concierge Services
• Option: Upgrade Tickets
Starting at
$950
per person
VIEW DETAILS
Hotel Info
Superior Package
Package Includes
• 3 Nights Accommodations
• Friday Breeders Cup Ticket
• Saturday Breeders Cup Ticket
• Race Day Transfers
• Souvenir Ticket Protector
• Custom Travel Documents
• Benchwarmer Concierge Services
• Option: Upgrade Tickets
Starting at
$1,250
per person
VIEW DETAILS
Hotel Info


BENCHWARMER SPORTS
EVENTS & PACKAGES
TRAVEL AGENTS
ABOUT US
1-800-322-6913 LOGIN HELP
WORLD CHAMPIONSHIPS
Breeders Cup
Breeders Cup Championship
Standard Package
Superior Package
Deluxe Package
Monrovia, CA
October 31-November 3, 2019
Package Includes
• 4 Days/ 3 Nights Accommodations at the DoubleTree by Hilton Hotel Monrovia Pasadena
• Reserved Grandstand Ticket for the Breeders Cup Races on Friday, Guaranteed Sections R through T or better
• Reserved Grandstand Ticket for the Breeders Cup Races on Saturday, Guaranteed Sections R through T or better
• Round Trip Race Day Transfers to the Santa Anita Park provided by Uber ($50 value)
• 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 $1,750.00 Per Person
Double $1,095.00 Per Person
Triple $995.00 Per Person
Quad $950.00 Per Person
Number of Rooms
1 Room
Hotel Preferences
More Info >
Bed Type
No Preference
1 Bed
2 Beds
Upgrade Tickets
Venue Info >
Fri.
Sat.
Section/ Location
$0
$0
Grandstand
Sections R through T
$50
$95
Grandstand
Sections O through Q
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-Trier 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.

For more information or to contact IMPLERUS, please visit us at www.implerus.com