



# Glasto a no go



**Consumers were frustrated in their efforts to purchase tickets online for the Glastonbury Festival.**

Organisers of the Glastonbury Festival have been slammed after the online booking system, Aloud.com, crumbled under the weight of Internet requests for tickets. Chaos saw many customers purchase more tickets than they wanted or left them with none at all.

“Organisers of events such as Glastonbury can point the finger at telecom companies and unprecedented demand for this sort of debacle, but they only have themselves to blame,” hammers Tony Crowley, at network solutions supplier, Radware.

“It is not difficult to make sure Web sites can support the unpredictable, even if millions of users bombard the site every hour. The network infrastructure for online ticketing operations needs to be super-resilient and be able to allocate extra bandwidth dynamically if the pressure is on.

“Glastonbury’s organiser has committed the Internet equivalent of squeezing 100,000 music fans into a tiny field with 3 portable toilets and no back-up,” adds

Crowley [*who sounds like he’s been to the festival before – Ed*].

A provider of Intelligent Application Switching (IAS) solutions designed to ensure the availability, performance and security of networked applications across the enterprise, Radware claims that such technology can combat such massive unforeseen increases in Web traffic, and prevent online booking systems’ failure.

Meanwhile, Deri Jones, ceo of SciVisum (a provider of Web systems monitoring services) claims that the Glastonbury e-ticketing shambles is a ‘bad apple’ that has tarnished Internet purchasing for UK consumers.

“UK e-commerce sites must act rapidly to put their houses in order – or risk unhappy consumers tarring them with the same brush,” he warns.

“What happened could easily have been avoided with some simple forethought: most obviously, it highlights the need for pre-testing of Internet sites – in particular, testing the functionality and usability of the system with a variety of different user scenarios, including at heavy loads. This would have quickly found the problem areas for the organisers to put a revised system in place.” ■