IMR by Xurrent™ ✕ **bookmyshow**

BookMyShow Enhances Incident Response by 90%

Meet BookMyShow

As a leading online ticketing platform in India, BookMyShow serves millions of users looking to access movies, plays, concerts, and various entertainment experiences.

The team understands how frustrating it can be when the website crashes or slows down during such events. Such issues not only impact revenue for BookMyShow but also agitate the users who have been looking forward to these experiences for weeks.

To keep things running smoothly and maintain uptime, BookMyShow chose Xurrent IMR as their incident management solution.

"

Our onboarding process with IMR was incredibly smooth. Their ongoing support has been fantastic, and we're satisfied with the service overall.

IMR has become a valuable partner in ensuring BookMyShow maintains its highest level of reliability."

Mohammed S Shaikh
Technical Support Lead(AM)

Challenges Before Adopting Xurrent IMR

Before implementing Xurrent IMR, BookMyShow (BMS) faced several challenges in their incident management process, particularly with critical issues such as:

Limited Alert Hierarchy

All critical alerts were directed to a single person, creating a potential bottleneck. Without a dedicated alerting tool like IMR, alerts weren't going to the right person, the team missed critical notifications and experienced delays in identifying incidents.

Reactive Approach

The system lacked proactive issue identification, relying on detection only after services were impacted (e.g., 5xx errors).

Scaling Challenges on AWS

Migrating from on-premises to the cloud introduced new scaling complexities, and the legacy systems needed to better equipped to monitor and adjust services based on traffic spikes.

Manual Monitoring

The team relied entirely on manual processes to monitor infrastructure, systems, and APIs, leading to increased workload, potential missed issues, and slower response times.

These Challenges Translated To

Missed Alerts and Patterns

Identifying and resolving critical incidents took longer than desired. Manual monitoring led to information overload and missed alerts. Moreover, identifying patterns within the data was a time-consuming and resource-intensive process.

Delayed Incident Response

An increase in website issues directly correlated with a surge in customer support inquiries which overwhelmed support teams. The team struggled to manage a high volume of users while the technical issues still needed to be solved.

Reduced Staff Morale

Manual on-call scheduling could not effectively track and analyze incident trends. Without on-call analytics, it was hard to gauge which teams were under-resourced, strained and needed aid regularly. Without proper data collection of past incidents, engineers struggled to identify recurring issues that could be prevented with proactive measures.

What BookMyShow Needed

✦ **Automated Alert Routing**

Distributing critical issue alerts based on predefined escalation procedures and adding responders based on factors like on-call schedules, skill sets, and availability.

✦ **Seamless Integrations**

A system that could fully integrate with existing monitoring tools and external legacy applications, and adapt to BMS's specific needs.

✦ **Proactive Issue Identification**

A platform that could anticipate potential issues before they impact services and hence the customers

✦ **Scalability Support**

A solution capable of handling the dynamic scaling requirements of their evolving cloud environment.

"

Alerts are routed directly to the right member or project lead who's responsible for that specific service.

It eliminates the single point of contact issue and ensures the right people are notified for faster resolution."

Mohammed S Shaikh

Technical Support Lead(AM)

Why Xurrent IMR Was a Hit at BookMyShow

Since implementing Xurrent IMR for incident management, BookMyShow (BMS) has seen a notable decrease in MTTA/MTTR and has experienced various other benefits as outlined below:

Improved incident visibility

BMS relies heavily on IMR to monitor critical external services, minimizing alerts for internal systems already managed by dedicated developer teams.

Reduced alert fatigue

Most IMR alerts from external services resolve themselves without requiring escalation, preventing alert fatigue

Enhanced team efficiency

With IMR's user-friendly interface and seamless integration with existing tools, their team can quickly acknowledge and address incidents. The team is less strained as resources are evenly split and manual intervention is minimized.

Faster MTTA/MTTR

The team reports an improvement in 50-60% improvement in Mean Time to Acknowledge (MTTA) and an 80–90% improvement in Mean Time to Resolve (MTTR) incidents after adopting IMR.

Favourite Xurrent IMR features:

"IMR's integration with Slack has been a big win for us. IMR alerts our team instantly via Slack and we can handle the entirety of the incident from there itself.

Our custom Grafana dashboard shows service names, error reasons, and IMR alerts - all in one place. This makes fixing issues faster and easier."

Favourite Xurrent IMR features:

"Also, what I appreciate most about IMR is the flexibility of the alert routing and adding responders. "

Name of Alert rule

Grafana forward to Cathy

Not   **And**   Or   + Add Rule   + Add Group

Payload ∨   Equals to ∨ $.commonAnnotations.sur

Payload ∨   Equals to ∨ $.commonAnnotations.url

Action

Assign User ∨   cc Cathy Chu

Add Responder ∨   PB Pam Beesly

Industry leaders trust Xurrent IMR for their reliability needs.

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Build your success, get started today

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