

Oracle Dyn Case Study: TRAINLINE

Total DNS Traffic Control Is a Must for Leading UK Ticket Retailer

Across Europe, rail travel enables both locals and tourists to visit various countries without dealing with the hassle of airlines. But while travel is meant to be fun, booking travel can often be the exact opposite. Thetrainline.com aims to ease that frustration.

Launching the website in 1999, they are the leading online independent retailer of rail tickets for travel in Great Britain by tickets sold and provide journey planning and booking solutions to a variety of customers throughout Great Britain. Today Trainline receives 45 million monthly visits, with over three-quarters of those coming from mobile, and processes £2.3 billion ticket sales each year. It sells in 24 countries, is connected to 86 carriers (20 of those are still in the UK) and continues to add more. They also build, support, and manage online retail platforms and provide back office, retailing, and marketing services for TOCs (Train Operating Companies).

As Trainline's business has grown, their need for website reliability increased with it. Trainline were using a traditional domain name provider's DNS service, but they wanted more control and management of their DNS overall, especially CNAMEs, and the ability to failover to secondary data centres. With their existing provider they could not get their TTL (time-to-live) to less than six hours which as a failover window was just too high. This prevented them from scaling to implement multiple data centres.

"By using CNAME, it allows us to send traffic to our third-party multivariant testing tool. If there's an issue with their platform, we wanted the ability to failover back to our systems," Anant East, head of architecture and infrastructure, explained. "As we embrace more cloud offerings and expand internationally, we wanted more control over DNS."

Customer

trainline

Challenge

Need for website reliability increased as business grew. Wanted more control of their DNS overall, especially CNAMEs. Required the ability to failover to secondary data centres.

Solution

Managed DNS
Ability to configure low TTLs
Both an API and a very easy-to-use GUI

Results

Can quickly create new subdomains and maintain them. Made a very smooth transition in days for over 150 domains.

"...we set up half a dozen language subdomains within minutes."

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The Dyn Difference

Trainline came to Dyn in late 2013 and transitioned to Dyn Managed DNS for its easy-to-use management platform, giving them total control. They could also configure the low TTLs required for a failover solution. Trainline also found a few other aspects of the Dyn service they liked, including the API and user interface.

“The Dyn approach providing both an API and the very easy-to-use GUI is something today’s internet companies need as opposed to the more traditional service desk and change request processes,” East said.

East cited exceptional service during Trainline’s migration to Dyn’s platform from several disparate suppliers. “With our zone files and information from our existing DNS providers, Dyn’s implementation team helped guide us through everything that we needed to know. They pointed out certain issues with the configuration we were able to resolve very quickly, and we made a very smooth transition in days for over 150 domains,” East said.

The Future

Trainline recently launched [thetrainline-europe.com](https://www.thetrainline-europe.com) to help people plan journeys and book train tickets for travel in Europe. By using Dyn, the control over DNS has been key in laying the groundwork for the new website.

“The main area in which the Dyn Portal assists us is the speed with which we can create new subdomains and maintain them. An example of this was a language trial where we set up half a dozen language subdomains (e.g., es.thetrainline-europe.com) within minutes,” Steve Beard, Trainline’s international head of development explained.

With rail travel continuing to be a major part of the European way of life, Trainline’s European business aims to make it just as simple to plan and book train journeys in the rest of Europe as it already is through their service in Great Britain. Dyn will be there to ensure those requests and bookings get processed in the fastest manner possible.

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Oracle Dyn is global business unit (GBU) focused on critical cloud infrastructure. Dyn is a pioneer in DNS and a leader in cloud-based infrastructure that connects users with digital content and experiences across a global internet. Dyn’s solution is powered by a global network that drives 40 billion traffic optimization decisions daily for more than 3,500 enterprise customers, including preeminent digital brands such as Netflix, Twitter, LinkedIn and CNBC. extend the Oracle cloud computing platform and provides enterprise customers with a one-stop shop for infrastructure as a service (IaaS) and platform as a service (PaaS).

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