Tixora provides large and small organizations with flexible, customer-friendly mobile ticketing solutions.

The Challenge

In 2015, Tixora began as an event ticketing solution. After proving its expertise, Tixora was asked to provide ticketing services for Milwaukee's fixed-route public transit system. The mobile app needed a scalable and reliable mapping platform to support a high volume of citizen use.

Benefits

- Easy and accurate map plotting of points of interest.

- Decreased trip planning uncertainty thanks to real-time location data

- Increased awareness of lane closures, detours and route changes

Working with Woolpert

As Tixora's Google Maps Platform usage increased, the company selected Woolpert as its Google Maps and Cloud partner to leverage volume discounting and customizable invoicing options. Zhang shared that working with Woolpert has been very beneficial, and he anticipates that to continue as the company grows.

The Solution

Tixora found Google Maps Platform to be the perfect fit for its public transit ticketing solution because it offers advanced mapping features and is easily integrated into the mobile app. Tixora quickly learned that Google's robust APIs could unlock additional benefits beyond ticketing, including trip planning based on real-time location data.

Tixora takes advantage of the Places Autocomplete API to make searching for addresses easy, quick and accurate, while the implementation of Directions API enables travelers to plan their trips efficiently using precisely calculated bus routes and travel times. The Street View API helps users see important stops along the way from the street point of view.

In addition to using Google Maps Platform for robust location data, Tixora also backs up its data with Google Cloud. Additionally, App Engine and Cloud SQL ensure Tixora's confidence in its application as it grows and scales.

> "Google Cloud makes developing much easier for our team and is nicer to use [than competitors]."
>
> Xuan Zhang, CTO, Tixora

Contact Us

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