

# And the beat goes on

## Online all the time

The only thing stopping Pinkpop was the fans. The world-renowned music festival has run every year without fail since 1970, but surges in web traffic due to ticket sales, artist announcements, and festival updates, brought pinkpop.nl to its knees. Preferring to invest in artists over architecture, Pinkpop signed us up to relieve the burden of how to keep its site standing.

We chose AWS serverless architecture to headline Pinkpop's cloud environment because it flexes in time to the rhythm of the business and keeps data safe in every moment. And with a VIP-style managed service, we shoulder all infrastructure-related obstacles to ensure zero downtime, so Pinkpop can stay immersed in content creation. With our team backstage, Pinkpop will remain a premier music festival, attracting the biggest acts and bigger audiences for years to come.

“Because peak loads are unpredictable, the website's performance suffered. But since we started cooperating with Sogeti, this challenge has been resolved completely. It's remarkable.”

Festival Manager, Pinkpop

**PINKPOP**

**sogeti**  
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