

**Helping higher ed replace
“liability” with “reliability”
during high demand**



James Beal

**Director of Technical Engagement
(North America)**

QUEUE·IT



Queue-it empowers higher ed institutions to run confident & fair online registrations

FOUNDED IN
2010

CUSTOMERS
1,000+

EMPLOYEES
200+

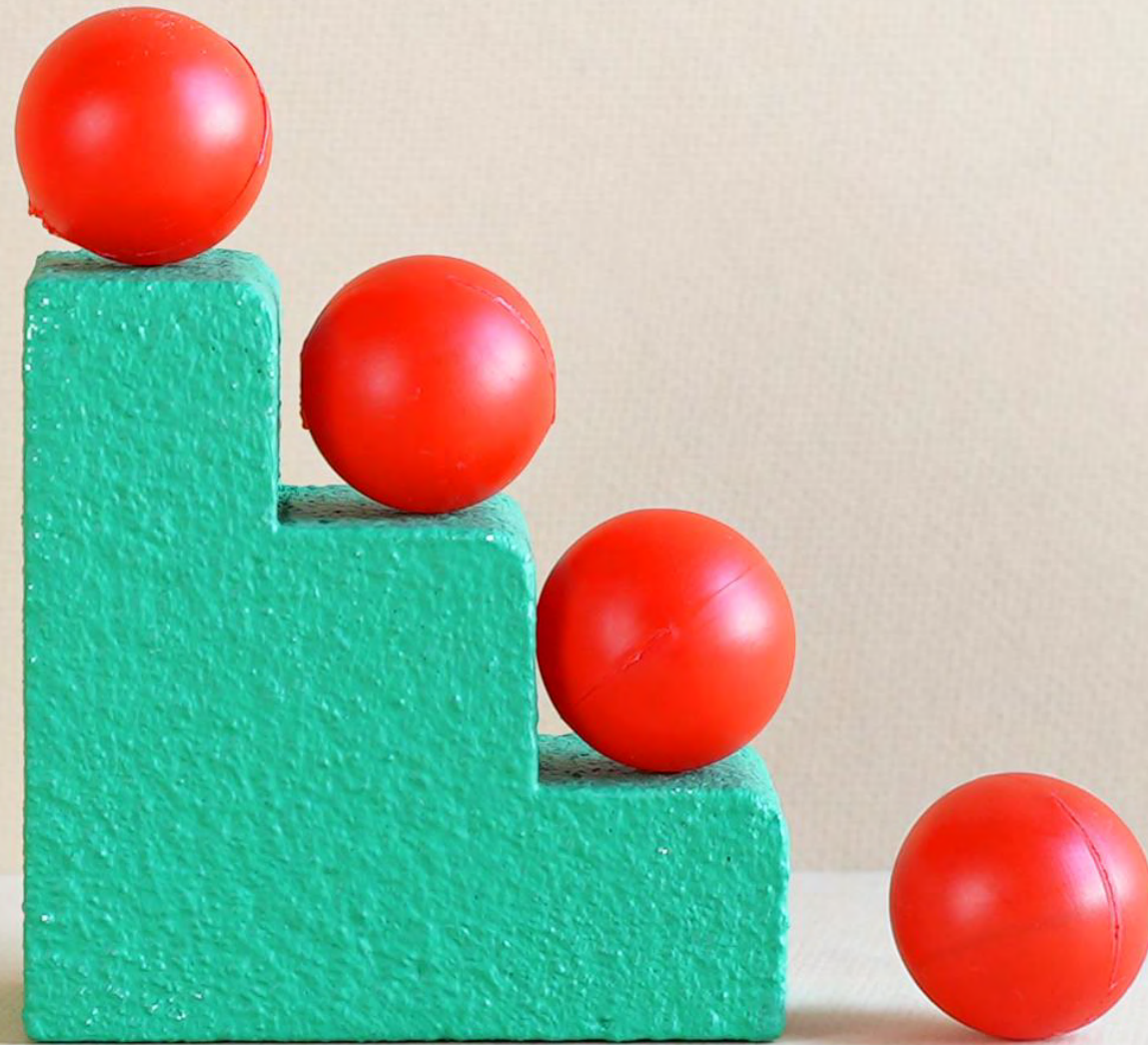
OFFICES IN
DK

US

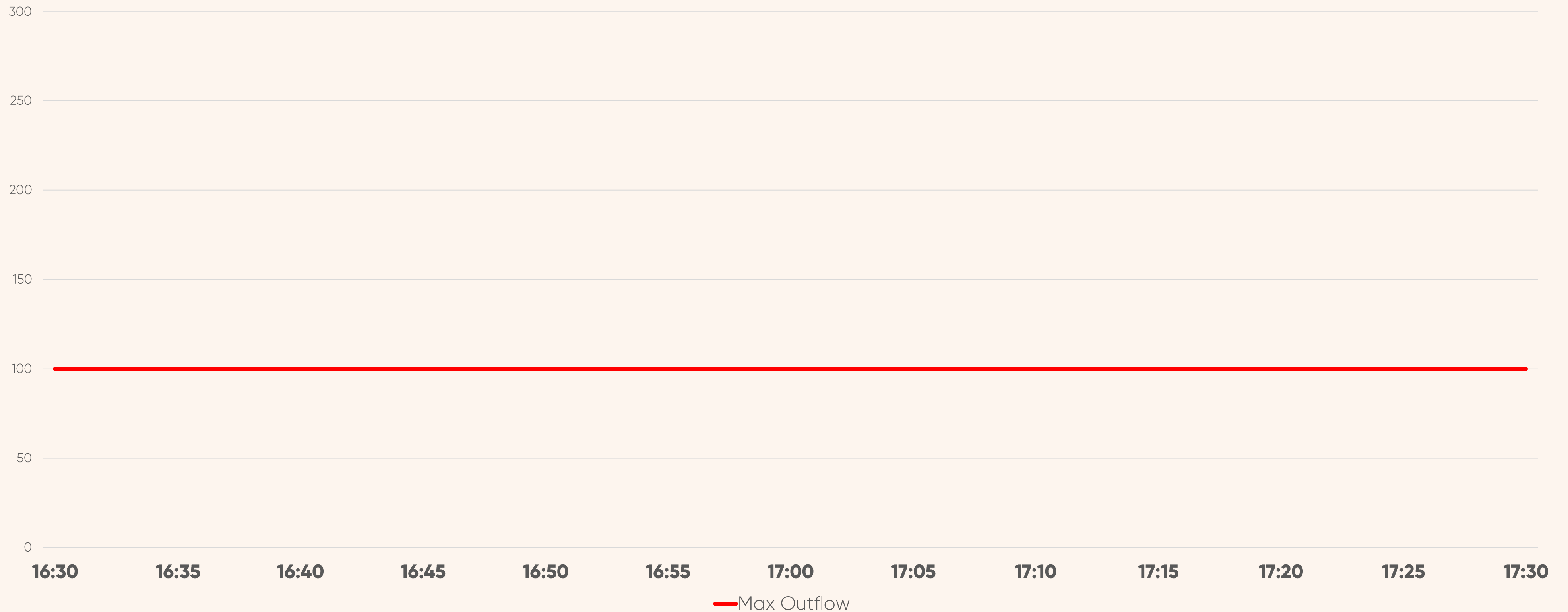
AU



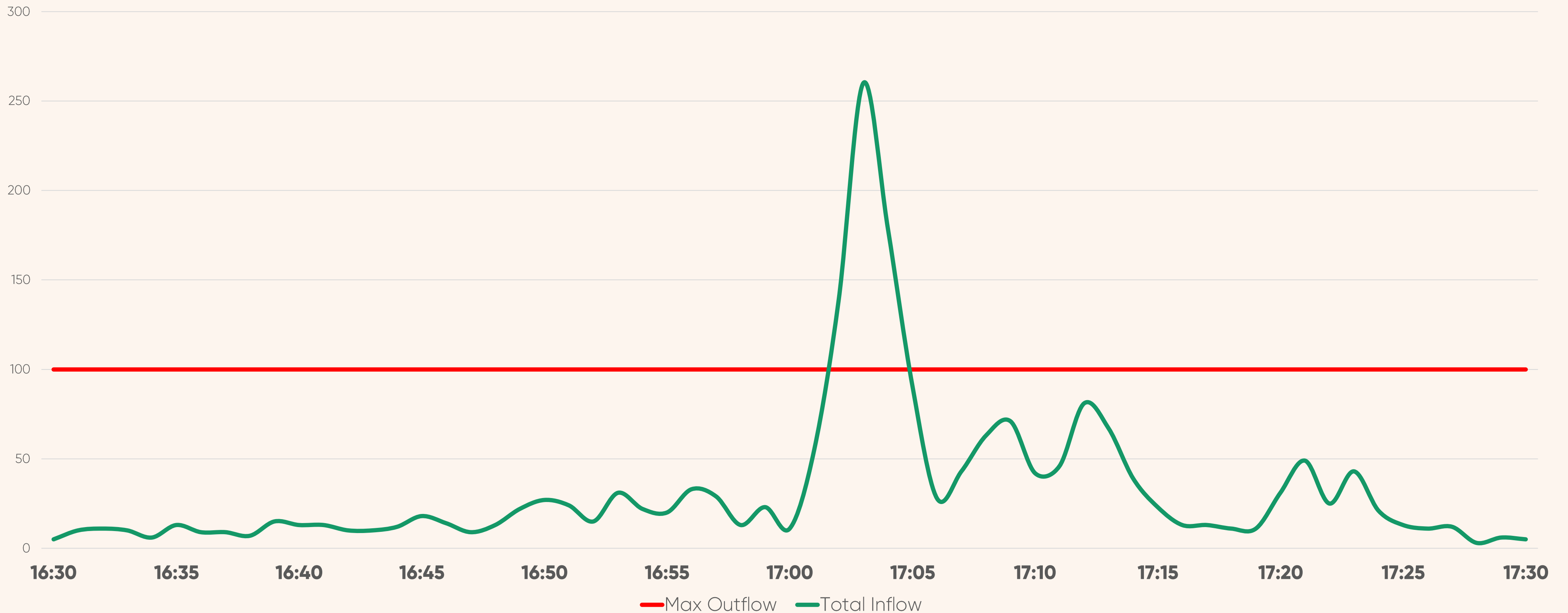
Web traffic peaks can overwhelm universities' IT systems



Sudden surges swamp infrastructure on a moment's notice

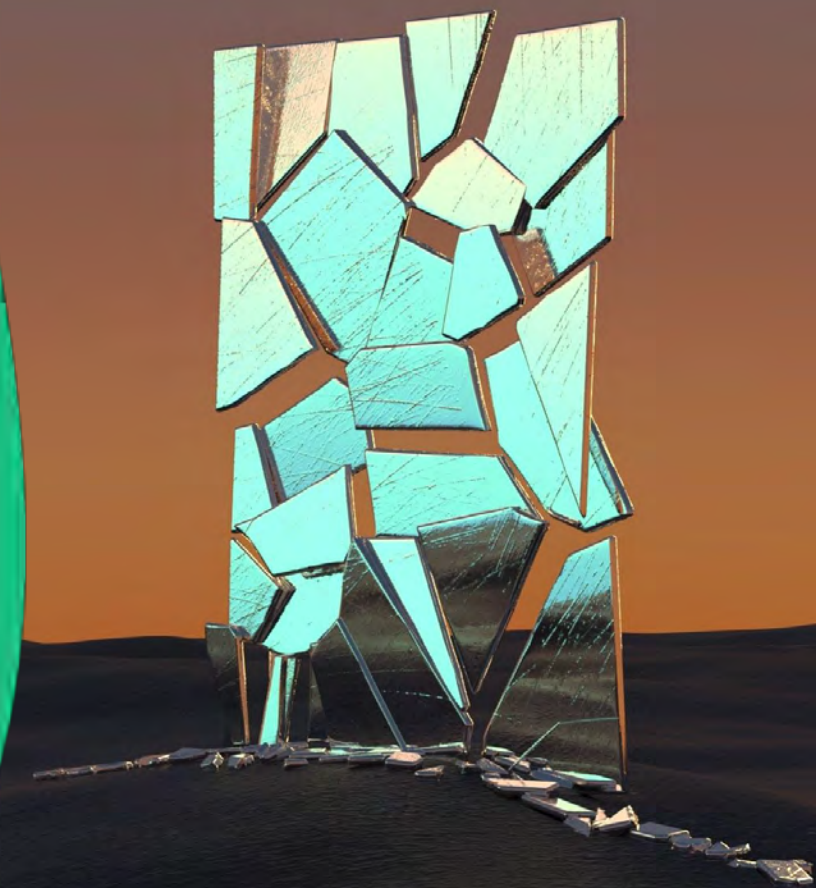


Sudden surges swamp infrastructure on a moment's notice



Failing to control traffic leads to poor student experiences & operational impacts

- SPIKES HAPPEN WITH ESSENTIAL, ROUTINE ACTIVITIES
- CRASHES/SLOWDOWNS CREATE UNFAIR OUTCOMES FOR HIGH-STAKES REGISTRATIONS & ENROLLMENT
- PEAK LOAD CAN HAVE A DOMINO EFFECT ON KEY SYSTEMS



But managing spikes in traffic is not a trivial task

- **DIFFICULT-TO-SCALE PLATFORMS**
- **ONE BOTTLENECK SOLVED, ANOTHER APPEARS**
- **SOLUTION THAT FITS THE PROBLEM**
- **BUDGETARY CONSTRAINTS**



**“At scale,
everything
breaks.”**

URS HÖLZLE

Google's first VP of Engineering



By controlling your online traffic with a virtual waiting room, you can deliver reliable & efficient student registrations



“

We weren't willing to accept that these issues are just something that have to happen a couple times each year. At MacEwan University, we're always student focused. We want to provide a student experience that's comparable to the best out there. ”

VAMSI RAMANADHAM

Director of ERP Applications

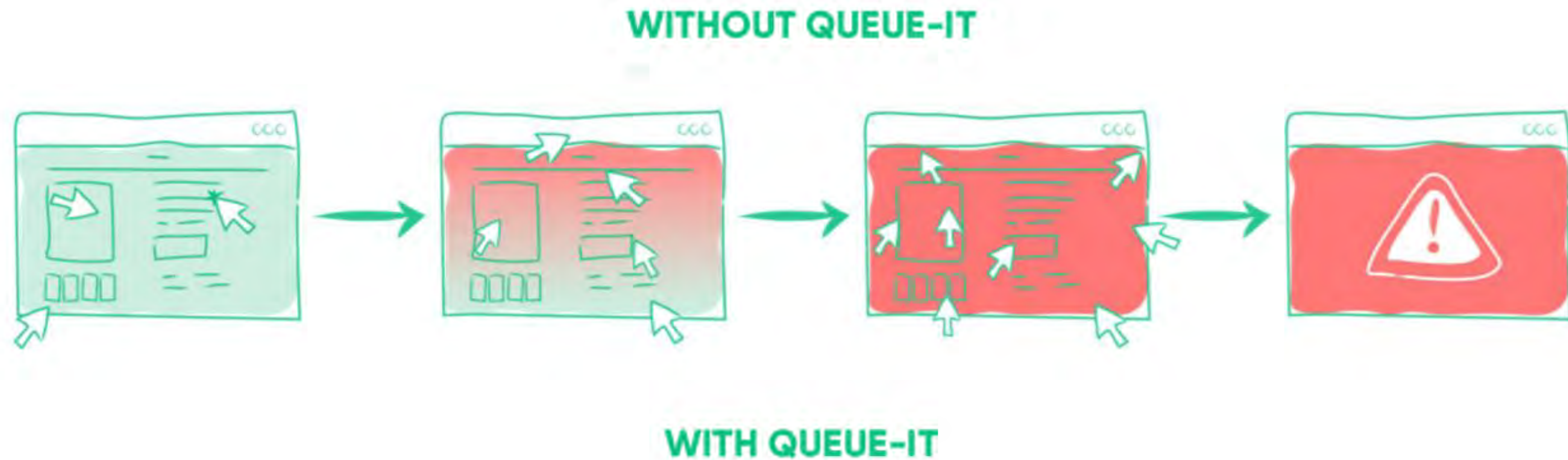


How the virtual waiting room works

WITHOUT QUEUE-IT

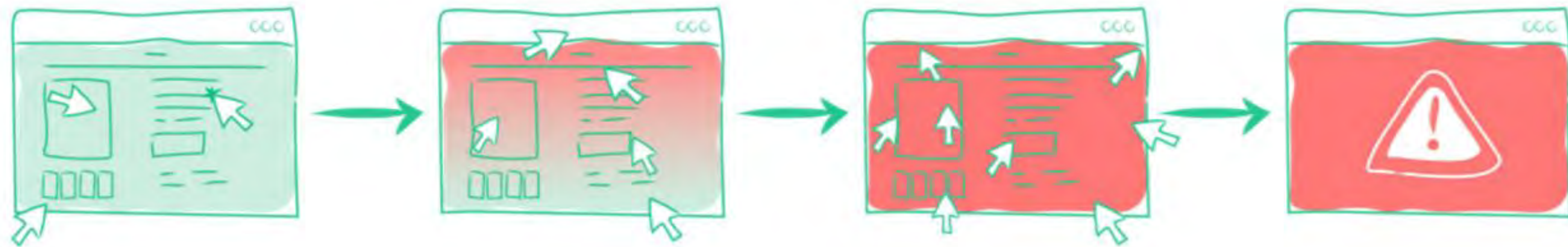
WITH QUEUE-IT

How the virtual waiting room works

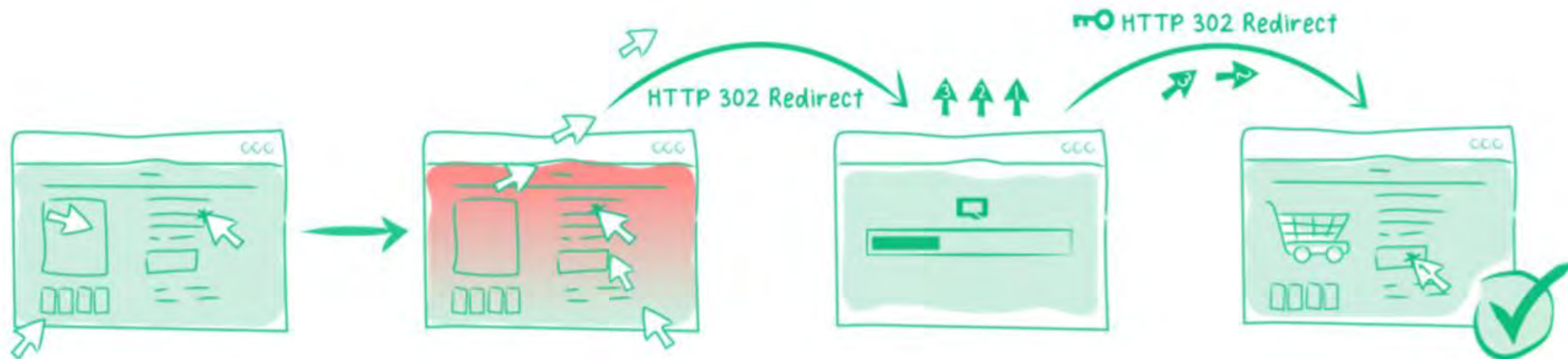


How the virtual waiting room works

WITHOUT QUEUE-IT



WITH QUEUE-IT



Key details on how Queue-it works

- **WAITING PAGE INSERTED BETWEEN TWO WEB PAGES USING HTTP 302 REDIRECTS**
- **FOR WEBSITES, NATIVE APPS & PWAS**
- **NOT A REVERSE PROXY**
- **NO DNS CHANGES NEEDED**
- **NO SENSITIVE DATA SHARED (GDPR, CCPA & HIPAA COMPLIANT)**
- **ONE-TIME INTEGRATION AT CLIENT SIDE, SERVER SIDE, OR EDGE**



Integrate fast & flexibly into your infrastructure

Client-side



Web Application



Native App



CDN/Load Balancer



Ecommerce Platforms



Get control precisely where you need it

- IN FRONT OF YOUR WHOLE WEB APPLICATION
- FOR SPECIFIC LANDING PAGES
- ON DYNAMIC REQUESTS LIKE COURSE SIGNUP



Trigger the waiting room based on flexible parameters

- REQUEST URL
- REQUEST BODY
- HTTP HEADER
- USER AGENT
- COOKIE
- JAVASCRIPT



Three ways to use Queue-it

COVER PLANNED REGISTRATIONS

Capture early visitors on a countdown page and randomize them just like a raffle once your registration starts. Students arriving later are added to the end of the line on a first-come, first-served basis.

INVITE SPECIFIC GROUPS OF STUDENTS

Students access the invite-only waiting room using links with unique identifiers, letting you validate all traffic joining your sale and preventing bots and abuse.

CONTROL TRAFFIC SPIKES 24/7

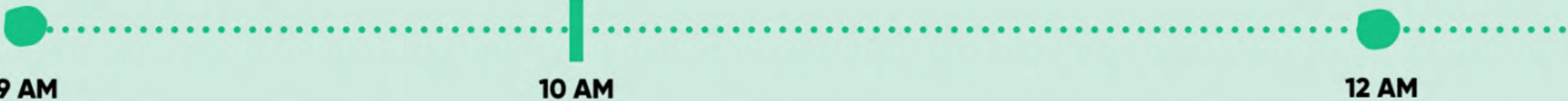
Queue-it acts as a safety net that constantly monitors your traffic inflow and only activates the waiting room when traffic exceeds thresholds you configure.

What your scheduled registration could look like

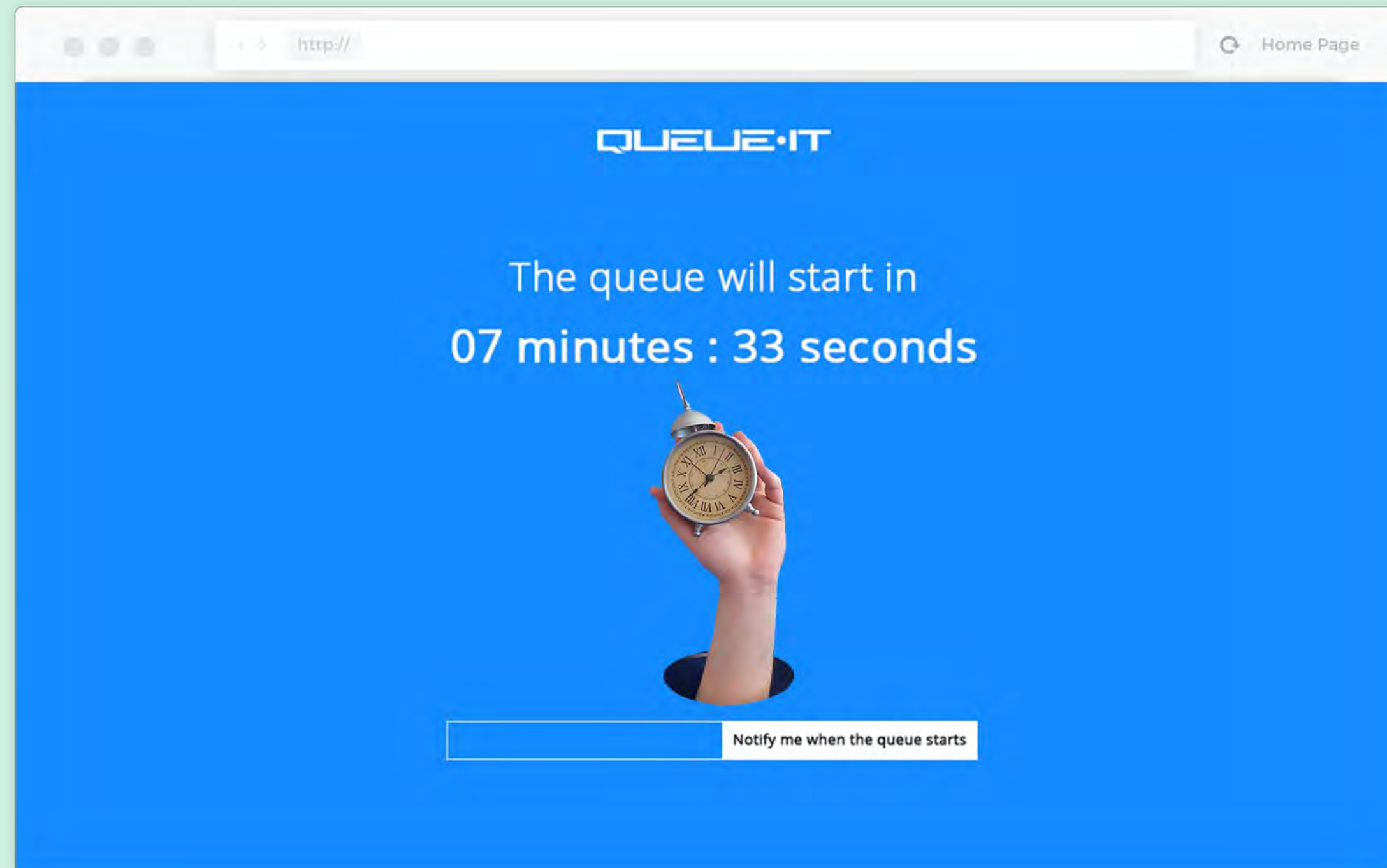
Before registration starts
(e.g. 9:00 AM – 9:59:59 AM)

Registration starts
(e.g. 10:00:00 AM)

Registration ends
(e.g. 12:00:00 PM)



Students arriving early will see a countdown page



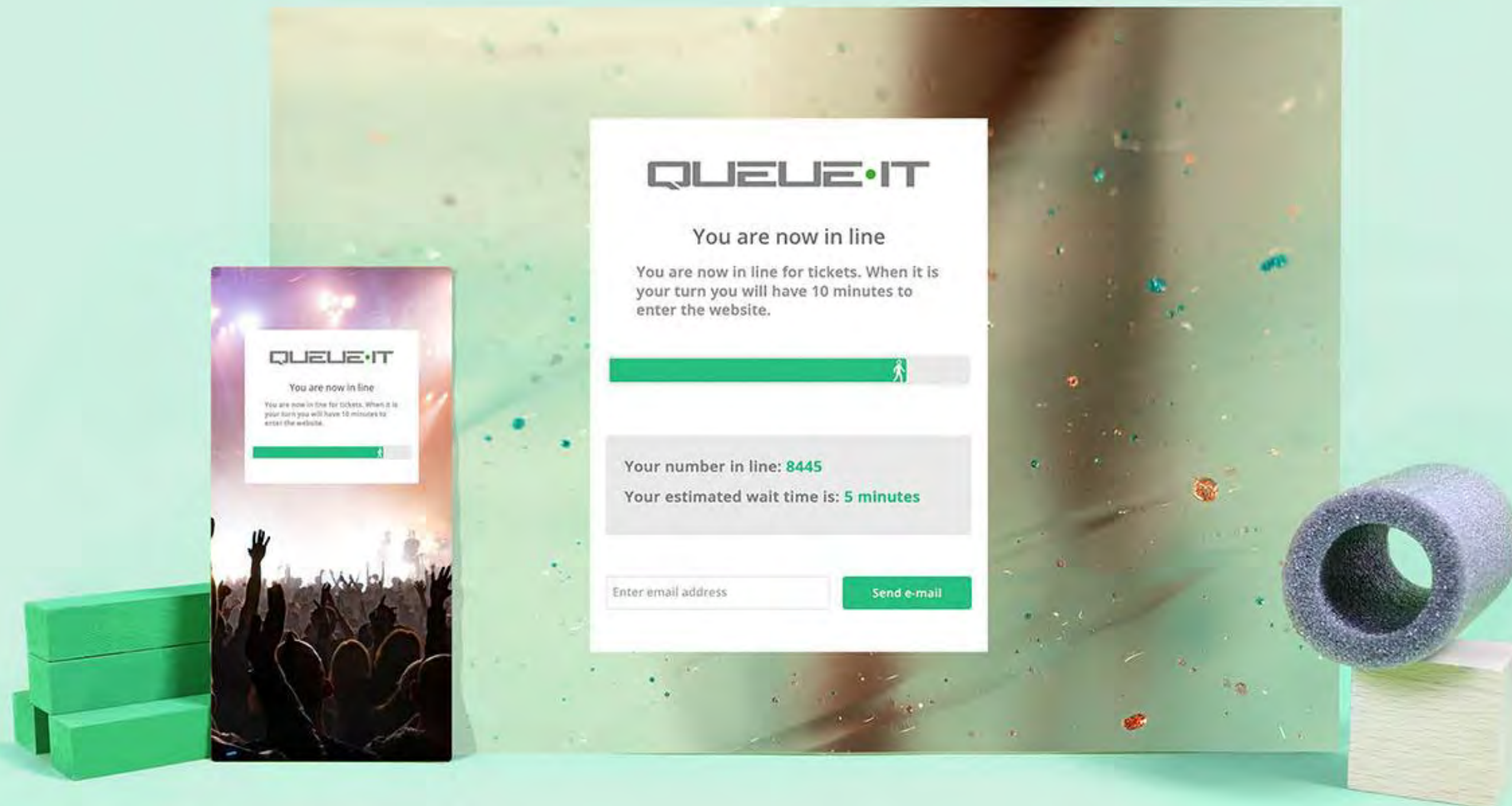
For an invite-only registration, only students arriving from their unique links will have access



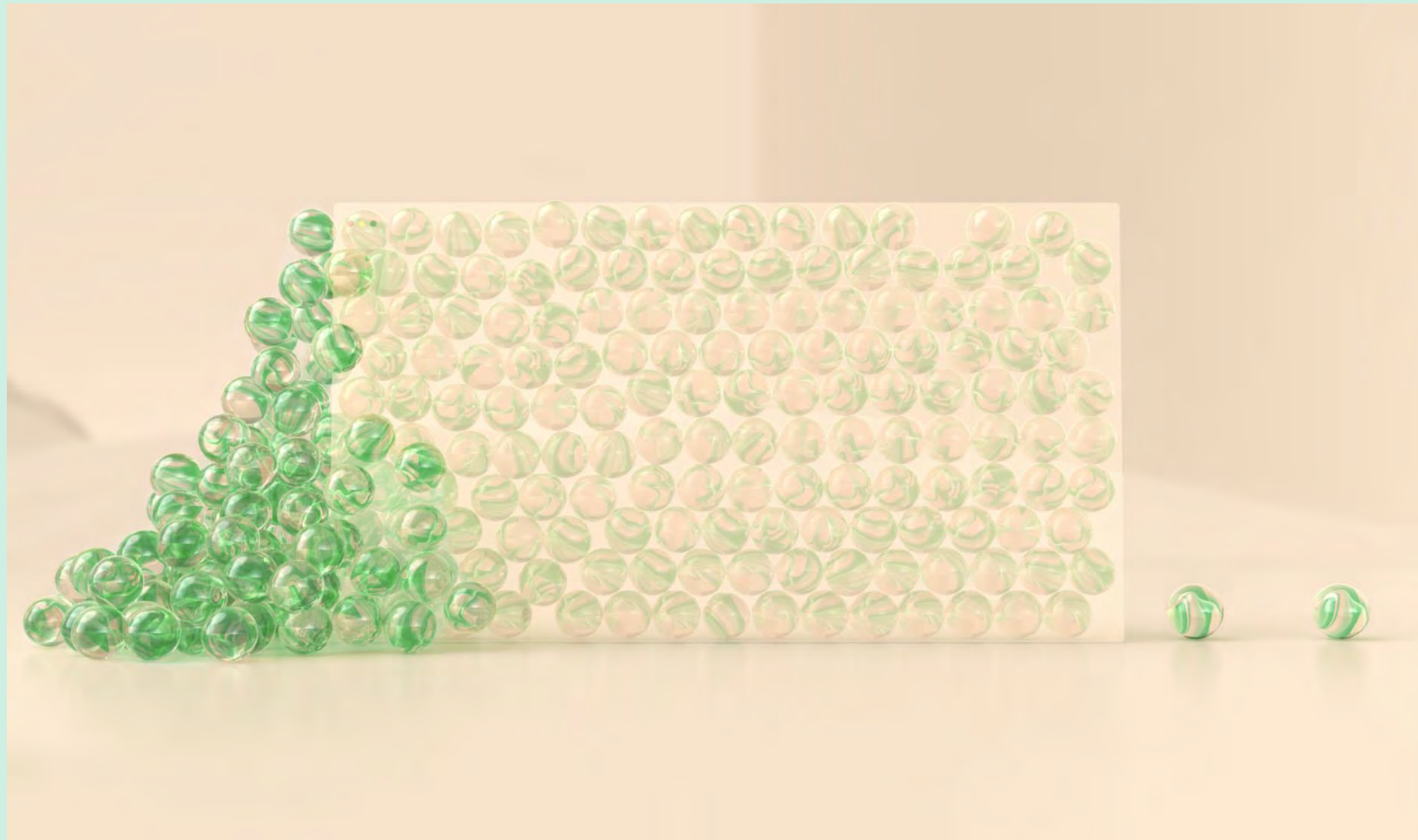
**When the registration starts, students are randomized
& assigned a place in queue**



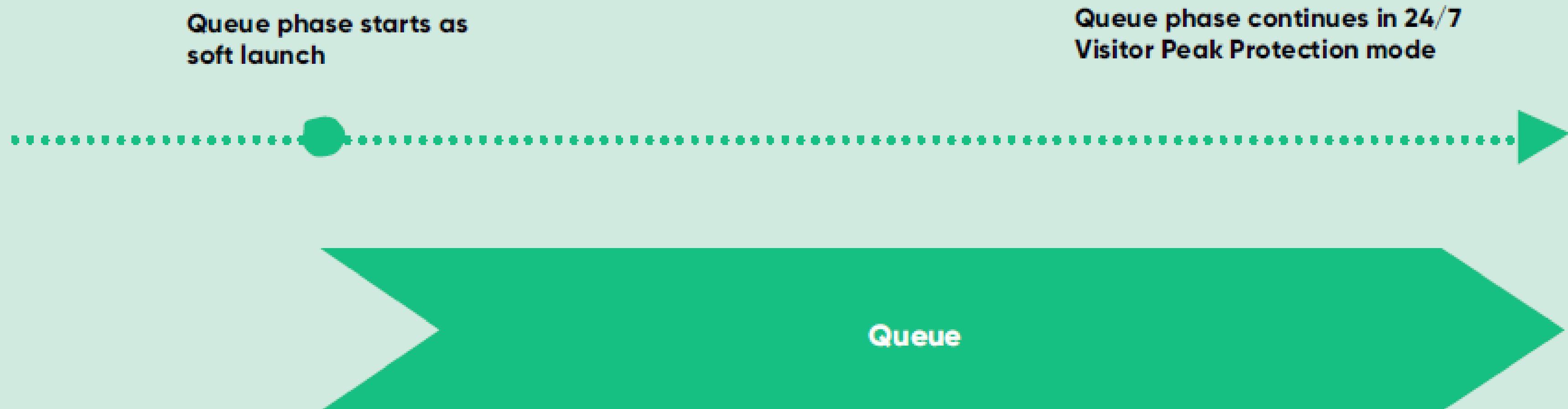
Students who arrive later get a first-in-first-out spot in line



In 24/7 protection mode, the virtual waiting room will only activate when traffic exceeds your capacity



What your ongoing registration could look like



**Queue-it helps you deliver reliable
registrations, no matter the demand**



**Get full control over the online experience
you've worked hard to create**



Central command for high demand

- **THROTTLE TRAFFIC INFLOW UP & DOWN DEPENDING ON HOW YOUR WEB APP IS PERFORMING**
- **KEEP STUDENTS UPDATED WITH REAL-TIME MESSAGES**
- **GET DATA-DRIVEN INSIGHTS TO DIAGNOSE ISSUES NOW & PLAN FOR REGISTRATIONS LATER**



Your future user experience with Queue-it

- **RELIABLE SERVICES WITHOUT CRASHES**
- **INFORMED STUDENTS**
- **BRANDED, SEAMLESS EXPERIENCE**
- **QUEUEING ACROSS ANY DEVICE**



40+ LANGUAGES

YOUR WEBSITE/LOGO

BRANDED BACKGROUND

Select Language

You are now in line

Due to high demand, we've put you in a fair, first-in-first-out waiting room. When your turn comes, you'll have 30 minutes to access.



Your number in line: 8845
Your estimated wait time: 5 minutes

Display messages in real-time.

Enter e-mail address

Send e-mail

PERSONALIZED WAIT INFO

CUSTOMIZABLE
PROGRESS BAR

REAL-TIME
COMMUNICATION

EMAIL NOTIFICATION

**Queue-it's solution & expert support
are with you at every step**



Queue-it customers are happy customers

4.74

**CUSTOMER SATISFACTION SCORE
(OUT OF 5.00)**

4.80

**CURRENT AVERAGE REVIEW ON G2, LEADING
ALL VIRTUAL WAITING ROOMS
(OUT OF 5.00)**

67.5

**NPS SCORE
(SAAS AVERAGE IS 41. 65+ IS
CONSIDERED "WORLD CLASS")**

“The Queue-it team is smart, humble and service obsessed. We could not ask for more from a vendor.”

SCOTT TALLARIDA
EVP & COO



**To learn how you
can run reliable
registrations, visit
queue-it.com**

