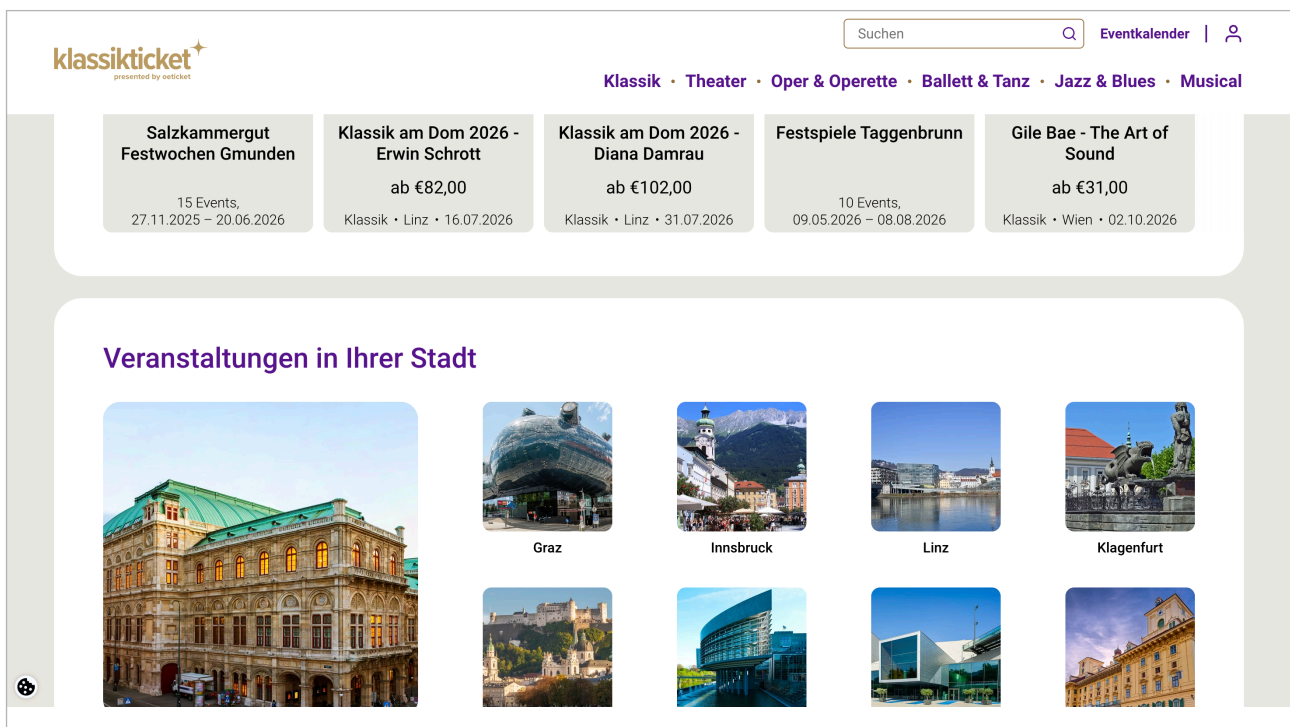# More Clarity for Klassikticket:
Why Switching to TYPO3 Is Worthwhile.

Klassikticket, Austria's leading classical music and culture portal and part of CTS Eventim Austria GmbH, is leaving WordPress behind and stepping up their game with TYPO3.

As a brand of Oeticket, Klassikticket combines editorial content with a powerful ticketing service, reaching a broad audience interested in culture. However, problems arose on their platform, and it was time for a relaunch with a focus on security, stability, and a clear content structure.

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Security Gaps and a Clunky User Experience

Originally, the Klassikticket platform ran on a WordPress instance outside the group-wide IT infrastructure. This posed significant security risks and was not scalable in the long term.

> **❝The biggest challenge with the previous platform was clearly security issues—it ran on a non-integrated WordPress instance. At the same time, we wanted a more modern front end that was better suited to Klassikticket.❞**
>
> — Katharina Wagner, Web Product Manager, Oeticket

In addition to IT security, the user experience was also a key issue. The front end no longer met the current demands of the target group. Klassikticket wanted to create a platform that gave equal prominence to editorial content and ticketing offers — without unnecessarily complicating editorial processes.

Deciding on TYPO3 and b13

Initially, Katharina Wagner and her team worked with another agency on a WordPress website. However, when it became clear that a different approach was needed to achieve the desired user experience and integration into the group-wide TYPO3 infrastructure, they changed course.

Since b13 was already working successfully for the German Eventim headquarters on its many international TYPO3 instances (such as "Headliner"), the decision was now easy: TYPO3 as the system basis and b13 as the implementation partner.

> **❝b13 already had domain knowledge through Headliner—the choice was a no-brainer.❞**
>
> — Katharina Wagner , Web Product Manager, Oeticket

To save time and resources, the existing design was used as a basis. The team at b13 then made conceptual and technical optimizations, such as developing a concept for the search and event calendar and structuring the content into meaningful modules.
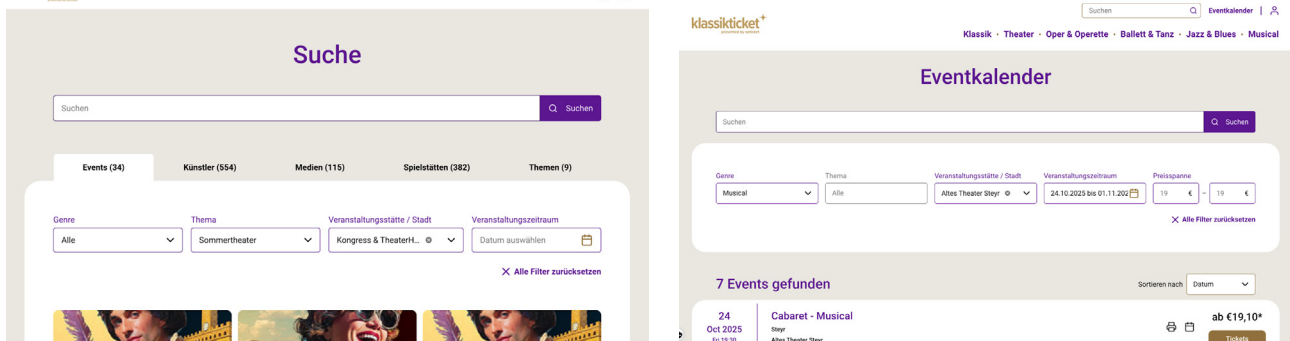
> **❞ b13 knew the systems and understood how the processes at Eventim work. We simply expected a lot of efficiency—and that was confirmed. ❞**
>
> — Katharina Wagner

Modularity—the Key to Flexibility

A core goal of the project was to develop a clearly structured, modular architecture that flexibly combines both editorial content and event data. Instead of numerous static templates, a system was built that covers many use cases with just a few modules.

> **❞ We wanted to promote events and highlight editorial content at the same time. To do this, we built mixed modules so we wouldn't have hundreds of versions. David did a tremendous amount of work on his own initiative, which I really appreciated. This helped us enormously with the requirements specification and really brought in an extremely good structure and clarity. ❞**
>
> — Katharina Wagner

Technical Implementation

The project began with the creation of several page templates and an element catalog, as well as a UX search concept. A new TYPO3 system was then set up. The most important technical steps included:

- Integration of TYPO3 into the group-wide Eventim infrastructure
- Creation of an automated data feed import for events, artists, and venues
- Connecting affiliate shop elements via iFrame to the TYPO3 pages of Klassikticket
- Login to TYPO3 for external editors via ConnectID
- Integration of workspaces for clean editorial processes and editing by external organizers and promoters
- Accessibility analysis of the existing design and implementation of measures to ensure accessibility
- Integration of banner space to advertise discounts and campaigns

Exceptional Project Management—a Crucial Determinant of Success

The implementation was not only technically successful—the customer also described the collaboration as particularly positive. Clear project management allowed requirements to be recorded in a structured manner and implemented efficiently. b13 supported the project in a spirit of partnership and with a focus on solutions—emphasizing functionality, editorial friendliness, and a long-term sustainable architecture.

> **We have rarely experienced such clear and well-thought-out management with an agency. Philipp and Stefanie really familiarized themselves very well with our topics and user needs and proactively came up with their own solutions.**
>
> —Katharina Wagner

Launch and Further Development

The new platform for Klassikticket went live the following year and all objectives were successfully achieved. Integration into the Eventim infrastructure on TYPO3 now ensures stability and security, while the modular structure gives the editorial team flexibility.

> **❝ Since I became Klassikticket product manager, the collaboration with b13 has been absolutely positive—thanks to the support, structure, and transparency. ❞**
>
> — Klára Vostiňáková, Product Manager Web, Klassikticket

The collaboration with b13 is also planned for the future, as the team already knows the product and structures well and can provide long-term support. For Klassikticket, the re-launch is not an end point, but the beginning of further development.

- Several strategic topics are in focus for the future of Klassikticket:
- Mobile Optimization: Since around 80–90% of users access the platform on mobile devices, further improvement of the mobile display is at the top of the priority list.
- Internationalization: Expansion into other markets is conceivable in the medium term.
- Partner Pages: Event organizers and venues should be able to present themselves even more effectively in the future.
- Monitoring & Alerting: Ongoing monitoring will ensure the availability of content and highlight potential problems at an early stage.

> **❝ We want to continue to make Klassikticket fit for the future as a product—technically, editorially, and strategically. Working with b13 definitely remains an option for future projects—the team knows the product and works very effectively. ❞**
>
> — Klára Vostiňáková, Product Manager Web, Klassikticket

More Clarity for Klassikticket

With the relaunch of the Klassikticket platform, an unstable, clunky and rigid WordPress installation was transformed into an integrated, modular, and future-proof platform. The combination of security, clear architecture, and editorial flexibility now forms the foundation on which Klassikticket can grow.

Is your platform facing similar challenges?

Partner with a trusted TYPO3 agency for your website needs.