

## Online Queuing Platform Allows Websites to Optimize Their Web Performance by Avoiding Failures During Peak Hours



**Niels Henrik Sodemann**  
Co-founder & CEO  
Queue-it

**CEOCFO:** *Mr. Sodemann, would you tell us the concept behind Queue-it?*

**Mr. Sodemann:** The idea is to help website owners protect their website during peaks by using a queuing technology that offloads excess end-users into a queue during busy hours. Once in the queue, end-users have a short wait, and are then redirected back to the website in the correct, sequential order once their turn comes up.

**CEOCFO:** *Would you give us a scenario?*

**Mr. Sodemann:** For example, one of our customers, Carnegie Hall, has a big onsale for tickets. The onsale starts at 10:00. People, by the thousands, come to their website at that specific time to buy the tickets. Excess end-users will be offloaded from the Carnegie Hall website into the Queue-it queue system, where they will be told that they are in a queue due to high demand. They will be given a position in line and will see an estimated wait time. That wait time continuously updates until their turn comes up. Once it is their turn, they will be redirected back to the Carnegie Hall website, where they can resume their ticket purchase.

**CEOCFO:** *How is this different from other similar systems?*

**Mr. Sodemann:** It is similar to telephone queues or physical waiting-line systems; a way where you calibrate the information to the end-users based on the capacity of the system and current flow ratio. What is new about this is that it works on the internet, and that is where many people have probably been too optimistic about the capacity of different systems online. The other thing that is important, compared to what you see in other scenarios on the internet, is that we have a system that provides a specific order for users. This gives you, as a user, an idea about where you are in line, how long the wait is so that you can decide whether you want to stay in the queue or not, etc. You are updated consistently, you know exactly what the process is, and you know you are coming closer and closer to the front of the line. You know that nobody is jumping or skipping ahead of you. The last part is probably most important, because that is what makes you want to stay and wait in line – because you know you are being treated in a fair manner, and the process is transparent. Fairness is really important for us.

**CEOCFO:** *Do you find that most organizations understand the idea that if you treat a potential customer with respect, they are more likely to buy your product?*

**Mr. Sodemann:** It depends on the industry. The ticketing companies, of which there are hundreds around the world, have definitely understood by now. It has taken some time, but they know for sure that this is probably the only way it can be managed with the volumes of users that some of these big onsales drive.

Where it is trickier is in other industries such as online retail, for example, because many still believe that they are in control for the next Black Friday. There are always a lot of them getting surprised that day, and they are maybe still too optimistic about what they are able to achieve in the sense of getting more capacity. One of the things that they definitely do not fully understand is the dynamic of the peaks, meaning that if you plan to do 20% better next year, 20% (with the speed that everything that happens on the internet) is not enough to cover the changes in growth and amount of people arriving at your site for the next big sale.

There are other industries where money to buy capacity is limited, such as within government. For example, we provide queuing for hunting license releases in the US. With these releases, you have one short and specific time of the year

where you need to pull some additional 100,000 users through a registration system, so it simply does not make sense from an economical prospective to try to have enough capacity during that short period. By letting users stay in the queue, you are sure that users feel that they are respected, and that their time is respected, as you are communicating with them and giving them the correction information about the situation as they wait.

**CEOCFO: *Would you tell us about some of your value-added features?***

**Mr. Sodemann:** One of them is our custom layout feature, where our customers can custom design a queue page and completely personalize it, so that end users can entertain themselves or get more information while they wait. What is fantastic about that waiting time is that, if it's something popular that people are waiting for, end-users will have 100% focus on that one queue page for at least five minutes, and that is an extremely long time compared to everything else that goes on in the internet, where it is difficult to catch the eye of a user. You can therefore really utilize the queue page towards targeting your end-users and showing them meaningful information, including marketing and advertisements. Also, our customers can prioritize their end-users with multiple queues that can, for example, create VIP queue lines for loyal customers, etc.

**CEOCFO: *What is involved with an implementation?***

**Mr. Sodemann:** The implementation is extremely simple. We will have an account ready for our customers, and then, in the simplest implementation, they simply need to insert a snippet on their web pages, and then the integration is done. That snippet and account can be created, and everything can be up and running, within 15 minutes. It can be done extremely fast; we have done implementations in the middle of a peak where the websites have been struggling, and have had the queue in place within 15 minutes.

**“You would use Queue-it because you know that you have a handful of extraordinary online peaks around the year, and you want to treat your users with respect, especially with their time, and in a completely fair manner.” - Niels Henrik Sodemann**

**CEOCFO: *How are you reaching out to prospective customers? What are the keywords someone might use to find you in an online search?***

**Mr. Sodemann:** We are a company based in Copenhagen, Denmark, and we have decided that all development and sales shall be done from Copenhagen. For outbound sales activities, that means that we will need to drive sales into different regions. Our largest focus area is North America. The way we do it is inspired by a book by an American author who used to be with Salesforce, called Predictable Revenue. It is based on a prospecting approach, where we have a team of researchers who are helping us find the clusters of similar customers. It could, for example, be a campaign for US telco companies, where the researchers compile a list of all of the companies, and then try to find the proper contact person in that organization. They then send a very non-marketing like e-mail to the prospect to reach out to them and find out if he is the right person to talk to regarding our service. It could be a very short e-mail saying, “At Queue-it, we have an online queuing service that can help you during popular device launches like iPhones - we have these other customers in your segment - would you be the right person to speak with in your organization?” What we are hoping for is a reply back, and about 5% of businesses we contact are actually responding. We then have a more traditional sales team that takes over from there, does an online demo, and hopefully it ends with a sale.

For in-bound on the marketing side, Google searches is, of course, where we hope that we will be able to get many customers. We have spent a lot of time trying to understand what the search terms actually should be, and have been running many projects to try to figure this out. We have a list of words, and there are probably 15 that we are trying to put in to our pages to make it possible for our potential customers to find us. Actually, our best marketing tool is a huge peak situation. Our queue pages are shown to thousands of users and, assuming everything is working as it is supposed to, we will hopefully see employees from companies who might be interested actually in that queue, who are then able to link what you see on our queue page and in that situation to the same problem they have themselves. Over a day or two, we will probably have some millions of users looking at our queue pages, and some of those will add two and two together and think that the concept will work for their problem as well. Therefore, that is probably our best inbound marketing which has been working for us. Many of the customers we have in North and South America have actually come to us that way.

**CEOCFO: *Do companies care that you are in based in Copenhagen?***

**Mr. Sodemann:** No, it doesn't really matter. That was one of the things that we initially discussed a lot - whether it would make sense or if there would be a big issue. It turned out that companies trust the idea of cloud computing. Maybe we are special, but we have actually managed, especially in North America, to exceed expectations on the way we handle the individuals and customers we have over there. We have not seen any barriers in the sense of doing business this way.

There are some problems, probably due to the Sarbanes-Oxley requirements, for some of the big companies that puts some friction into the procurement process, but apart from that, it has been very easy to do business around the globe - even in places like Argentina, Thailand, Georgia (formerly a part of the Soviet Union), and other places where the economy and the language are completely different than here in Copenhagen.

**CEOCFO: *Why use Queue-it?***

**Mr. Sodemann:** You would use Queue-it because you know that you have a handful of extraordinary online peaks around the year, and you want to treat your users with respect, especially with their time, and in a completely fair manner. So, if they are coming in larger numbers than the actual capacity of your systems on that day, instead of seeing a black page or error message and wasting a lot of their time, you will get them into the queue and let them decide for themselves if they want to wait for your fantastic offer, based on the information you provide them on the queue about their place in line, estimated wait time, and overall progress in the queue. By doing it this way, we guarantee that you would actually see more business than you otherwise would.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

---



**For more information visit:  
[www.queue-it.com](http://www.queue-it.com)**

**Contact:  
Niels Henrik Sodemann  
+45 53 25 33 47  
[nhs@queue-it.com](mailto:nhs@queue-it.com)**