



Full Service Video Streaming Platform Provider Monetizes and Reduces Time-to-market with Specialized Media Lab and Better Cloud Utilization

The Big Picture

A combination of technology trends, demographics and a near unlimited audience has been dramatically reshaping content consumption habits and the media industry at large. With evolving customer expectations and new competitors disrupting the industry by leveraging the state of art digital practices and processes, systems modernization has become a central aspect for traditional firms. To take advantage of this transformation and to remain focused on its competitive edge, our client, an online video platform provider approached Incedo to help them ensure the best connectivity, quality and user experience for its product platform.

The Problem

The Client offers Digital Video Distribution Platform offering end-to-end solution for creating, launching and monetizing video applications across multiple device platforms, including mobile; over-the-top (OTT) Roku, FireTV, Apple TV, Android TV; Smart TVs; Game consoles (Xbox, Playstation); Web; Alexa.

With more applications and digital content quickly coming online, the client needed to ensure full connectivity and the highest product quality and user experience in order to compete against companies like YouTube and Netflix.

The platform was built on a traditional stack having all the services built and deployed for individual customers adding to manually scaling, higher staff requirement in building and managing the operating infrastructure adding to cost along with scaling issues impacting the getting to market sooner.

When the Client wanted to rebuild their whole Video Distribution platform, to solve for scaling issues in their traditional stack they set out to find a new exclusive partner that could support re-engineering the new platform architecture, development, enhancement, on boarding of new customers and migration of the client's existing customers on traditional stack to new stack.

Our Solutions

Incedo was chosen as Solution partner in building the adopted serverless approach of Client based on AWS Lambda, Amazon API Gateway, Lambda, Dynamo DB, Redshift, S3, CloudFront, Kinesis Data Firehose, Elasticsearch, AWS Elemental Mediapackage and Media Live for Live and VOD encoding.

The Incedo team created a specialized media lab for the client as an “incubation center” at Incedo’s office with all end-to-end testing managed and overseen by Incedo. Within it, Incedo developed apps for video streaming and entertainment platforms for content providers including television and radio broadcasters, sports clubs, stadiums and arenas, serving full-length movies and shows backed with content management systems, quality assurance and analytics for app usage and video views.

Incedo migrated and built new services across multiple platform offerings of the Client being CMS, APPCMS, Monetization, Data & Analytics, Distribution, Native applications for Mobile, OTT, Web, Smart TVs, Gaming consoles. Migration included development of scripts to migrate the content (video, image, articles), metadata, subscriptions, Users. CMS supported User Management, Content Management (Video, Image, Articles, Photo Gallery), Subscription Management (AVOD, SVOD, TVOD, PPV). APPCMS was built with Readymade Templates offering brand management & platform settings to meet various customers’ experiences in Media & Entertainment, Sports, Lifestyle & Fitness, Education.

Data Analytics solutions covered building 360 degree dashboard view of Real time analytics, Audience & User Acquisition, Content performance, Quality of Service reporting (QoS) Incedo Solution partnering had the team geographically distributed (US east coast, India NCR) and covered 360 degree capabilities in building & maintenance of the endto- end solution covering

Design Studio team - Envisioning the User experience of CMS, APPCMS, Applications

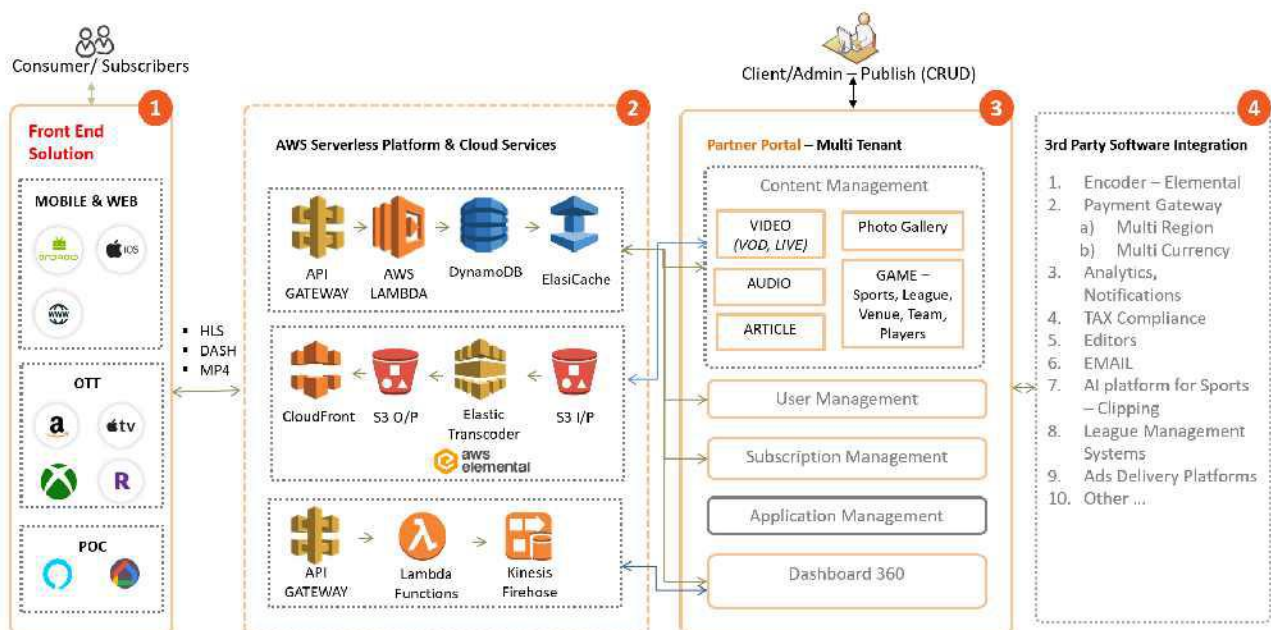
- Cloud Development team – AWS Serverless Cloud Architect, SMEs, Leads; Front end React;
- Application team - Mobile (iOS, android); OTT (apple TV, roku, firetv, android tv); Smart TVs (Samsung, LG); Gaming consoles (Xbox, PlayStation)
- Data & Analytics team - AWS Kinesis Data Firehose, GA and other 3rd party integration offerings to Apps
- L2 Devops team & L1 Support team (24x7) with defined SLA by client

- AWS API Gateway, Dynamo DB, Redis, Kinesis, RDS, Nagios, Monit and Amazon CloudWatch, Chefserver, Jenkins.
- Web, iOS, Android, Apple TV, Fire TV, Roku, Alexa, Google Home

The platform was integrated with Alexa and Google Home. The team built apps for over 21 device platforms at a single location. The solution leveraged automation of Device platform specific build.

The new Serverless Architecture was launched to Production in 2018 and more than 30+ customers were successfully on boarded to the new platform. Client was able to cut customer onboarding time from days (in legacy system) to 60 minutes in new System reducing the large overhead in Infrastructure & maintenance by going serverless approach which was far cheaper from a scalability and monitoring perspective.

Solution Architecture



The Impact

- Increased scalability, achieved reduction in functional time by 60 minutes through automation of AWS services deployments and applications along with successful on boarding of new customers
- Reduction in go-to-market time from 2 months to 2 weeks, through lower cost of ownership and highest quality solution
- Operations cost reduced by 50% with minimal need to constantly manage the service- With low operational overhead and decreased cost compared to their monolithic legacy platform, the solution turned out to be far

cheaper to our client from scalability & maintenance prospective having less fatigue incidents having built a solution able to recover on its own

- Faster time to market with 40% reduced time to launch an app on the platform- Incedo team could innovate on AWS Alexa, Fire TV Cube at much early stage in 2017 to prototype the solution and support our client's customer for production launch in 2018
- Zero downtime through proactive service monitoring, reduced consumer complaints and increased download rates for the apps, maximized revenue from day one with reduction in OTT platform build release time from 12 hrs to 1 hr- The company now integrates ad-based, subscription-based and pay-per-view models like TV on demand, by leveraging Incedo's R&D and innovation capability.
- Enhanced viewer experience with smoother streaming and progressive downloads, through adaptive protocols for high-quality streaming (HLS, RTMP, MPEG-DASH)
- The front end application Home page load time for all the Web, Mobile, OTT was highly optimized to bring the latency less than a second
- One of the apps was featured at WWDC 2016
- Successfully initiated an app for Apple TV through the incubation centre- Three apps published to the Apple app store within 90 days
- Improved and extended Device compatibility leading to increased New Client Wins- Client's proprietary platform is now supporting fifty clients across its full roster connecting seventy-five state-of-the-art devices, as well as acquiring new devices before launch



About Incedo

Incedo is a digital transformation expert empowering companies to realize sustainable business impact from their digital investments. Our integrated services and platforms that connect strategy and execution, are built on the foundation of Design, AI, Data, and strong engineering capabilities blended with our deep domain expertise from digital natives.

With over 3,000 professionals in the US, Canada, Latin America, and India and a large, diverse portfolio of long term, Fortune 500 and fast-growing clients worldwide, we work across financial services, telecom, product engineering, and life sciences industries. Visit our website to learn more about how we help clients transform today :www.incedoinc.com



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