



### Customer success stories

## Building a millennial-ready video platform

Backed by the ease and speed of AWS media services, a cross-platform video service enables a media company to reach a coveted demographic.

### Customer challenge

To gain traction among millennials, our client sought to develop a cross-platform video service for short-form content. Built from the ground up, the platform would not only compete with existing video platforms but also broaden the audience for the company's core services.

The company envisioned a scalable, flexible foundation that could work in an agile environment with multiple partner solutions. To ensure a competitive, quality viewing experience, it wanted high uptime. The company also looked to the initiative's success to include cost savings. By reducing its operational overhead, the company sought to allow its team to focus on new feature development.

## AWS + Cognizant solution description

Our solution included developing the architecture, components and deploying an auto-scalable production environment. We built several serverless and microservices-based applications to integrate with third-party services and analytics.

The platform included the ability to ingest files rapidly and securely with MRSS, ATOM, and custom feed formats. To provide the client with as much flexibility as possible, the platform supports multiple monetization models, including SVODs and free trials as well as AVOD (pre-roll ads, midrolls, server side, and SCTE 35 Ad support).

To address the various device and format needs, we supported transcoding and distribution of multiple video pipelines, including HLS and DASH support, multiple CDNs and closed captioning.

## Outcomes/results

Thanks to the new infrastructure, the client achieved its goals for 99.99% uptime. It also realized a 70% cost savings. Moving services to managed Amazon ECS and EKS, and AWS Lambda resulted in lower operational costs, allowing the team to focus on new feature development including a multi-tenant architecture.



## About the partner

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. We engineer modern businesses to improve everyday life. Our unique industry-based, consultative approach helps clients transform technology, re-imagine processes and transform experiences ensuring businesses remain agile, relevant and ready to run more innovative and efficient enterprises.

With AWS as our partner, we focus on the outcomes that matter most to businesses and underpin our solutions with deep industry experience and market-leading IP. Cognizant brings more than 13,000 AWS certified professionals, dedicated AWS certified consultants in 43 countries, hundreds of customer launches and successes, and more than 70 transformational blueprints to drive innovation beyond cloud migration.

As a premier consulting partner, Cognizant hold numerous AWS competencies, including AWS Mainframe Migration, AWS SAP, AWS Migration, AWS Financial Services, AWS Healthcare, and AWS Life Sciences. Partner programs include AWS Well Architected, AWS Managed Service Provider, AWS Marketplace Seller, AWS Solution Provider Program, and AWS Public Sector Solution Provider.



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