Success Story

INDUSTRY:
Media & Entertainment

OFFERING:
Managed Services & consumption of Azure

CUSTOMER OVERVIEW
One of the fastest growing online video streaming Over-The-Top (OTT) platform with 12 navigational and featured languages across original features, live TV, catch up TV, lifestyle shows, children's programmes, exclusive short series and acclaimed plays. The platform offers an exhaustive array of content; with 90+ live TV channels and 1.25 lac+ hours of viewing across the languages of English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi making it a complete video destination for OTT viewers.
KEY BUSINESS CHALLENGES

• This OTT platform has multiple TBs of media recordings ranging from movies, short films to daily soaps.
• For streaming this media over-the-top, an agile infrastructure was needed.
• Scalability on demand, availability and low-cost storage was key requirement.

SOLUTION

• To serve a user base of multi-million managed service platform was most suitable.
• A PaaS Setup equivalent to 444 vCPU(s) and 1654 GB RAM was set up.
• The scalability of infrastructure by using Scale Set allows dynamic traffic peaks to be handled seamlessly.
• This has helped in overcoming overheads of infrastructure provisioning, management, and maintenance downtime.
• This growing OTT platform can now focus on innovation, content creation and distribution.

REFERENCE ARCHITECTURE

USE CASE

• Over-The-Top (OTT) services on Azure
• Fully-managed Azure platform and other digital properties on Azure
Trusted IT partner since 1998, Progressive Infotech provides a comprehensive suite of transformation and support services. The offerings span across cloud, digital and support operations, delivered through a matured and scalable service delivery model. In every client engagement, Progressive ensures clients realize higher ROI, stretch the intrinsic value of existing IT investments and are better prepared for emergent market changes.

Gartner lists Progressive Infotech as a notable vendor in Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide 2018- Asia/Pacific Context.

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