

Migration & App Modernization (Re-platforming)

Customer: One of India's top & global entertainment company

Summary

The customer is one of the largest Indian entertainment companies catering to acquiring, co-producing and distributing Indian cinema across the globe. They believe that media and OTT platforms can derive maximum benefit in terms of multi-tenant media management solution provided by the cloud. Therefore, they are looking at migrating their existing servers, databases, applications and content management system on to cloud for better scalability, maintenance of large volumes of data, modernization and cost-effectiveness. The customer intends to also look at alternative migration strategies like re-structuring and refactoring if need be.

About customer

The customer is a global Indian entertainment company that acquires, co-produces and distributes Indian films across all available formats such as cinema, television and digital new media. The customer became the first Indian media company to list on the New York Stock Exchange. It has experience of over three decades in establishing a global platform for Indian cinema. The company has an extensive and growing movie library comprising over 3,000 films, which include Hindi, Tamil, and other regional language films for home entertainment distribution.

The company also owns the rapidly growing Over The Top (OTT) platform. With over 100 million registered users and 7.9 million paying subscribers, the customer is one of India's leading OTT platforms with the biggest catalogue of movies and music across several languages.

Problem statement / Objective

The online video market has brought a paradigm shift in the way technology is being used to enhance the customer journey and user experience. Media companies have huge storage and serving needs as well as the requirement for high availability via disaster recovery plans so that a 24x7x365 continuous content serving is available for users. Cloud could help media and OTT platforms address some pressing business challenges. Media and OTT companies are under constant pressure to continuously upload more content cost-effectively. At the same time, they have to deal with changing patterns in media consumption and the ways in which it is delivered to the audience.

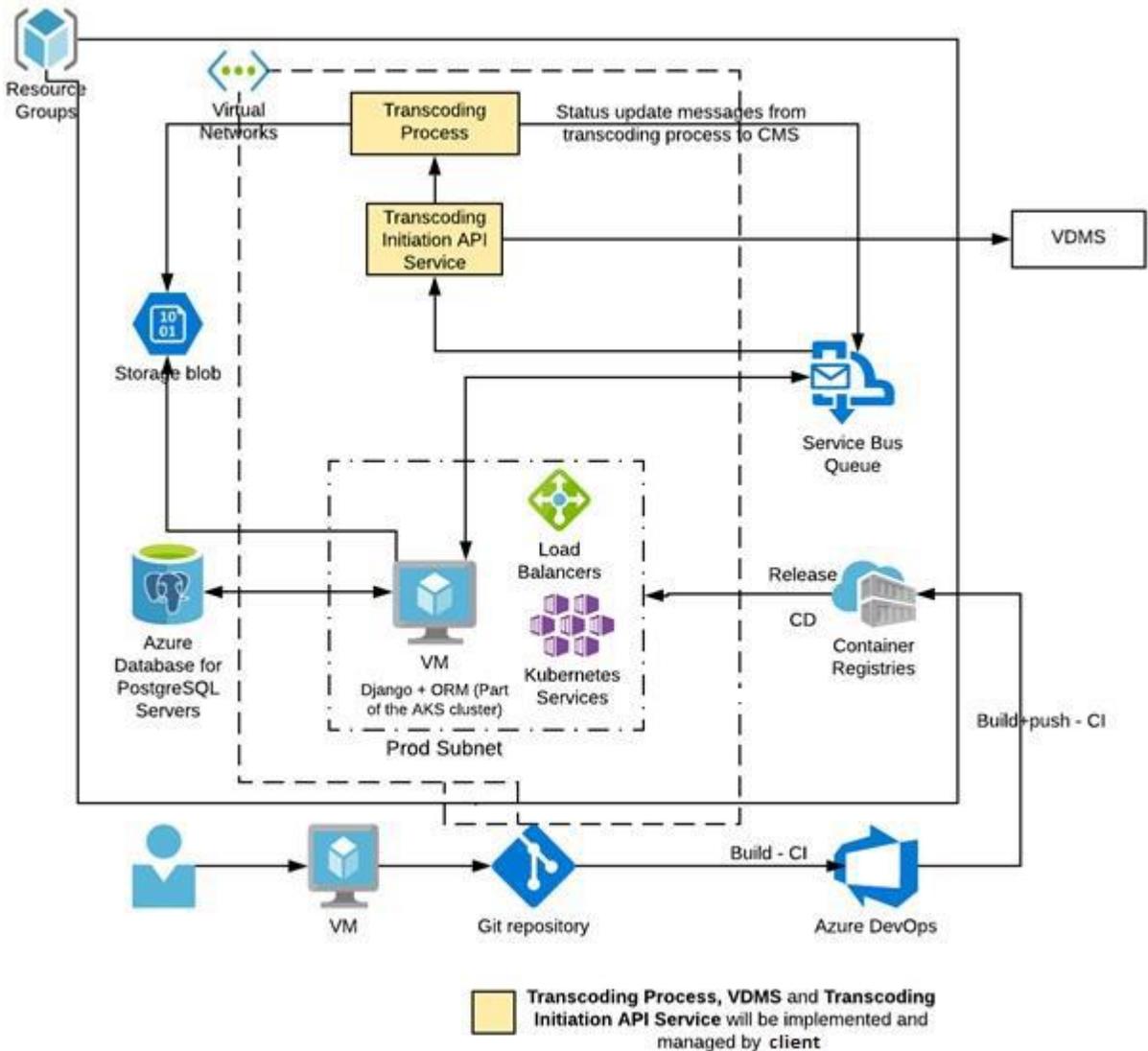
The customer was keen on migrating their flagship OTT platform from a key public cloud platform to Microsoft Azure. Some of the key requirements were improved maintainability, scalability and modernization of technology platforms. The overall migration involved re-platforming and migrating multiple key components such as the content management system (CMS), the Application Program Interfaces (APIs) and the data layer.

Solution

Powerup worked closely with the client's engineering teams and with the OEM partner (Microsoft) to re-architect and re-platform the CMS component by leveraging the right set of PaaS services. The deployment and management methodology changed to containers (Docker) and Kubernetes.

Key learnings from the project are listed below:

- Creating a bridge between the old database (in MySQL) and new database (in Postgres).
- Migration of a massive volume of content from the source cloud platform to Microsoft Azure.
- Rewriting the complete CMS app using a modern technology stack (using Python/Django) while incorporating functionality enhancements.
- Setting up and maintaining the DevOps pipeline on Azure using open source components.



Outcome/Result

Modernized infrastructure powered by Azure, provided improved scalability and stability. The customer was able to minimize infrastructure maintenance using PaaS services. Modular design set-up enabled by migration empowered the developers with the ability to prototype new features faster.

Cloud Platform

Azure.

Technologies used



Blob storage, MySQL, DevOps, AppGateway, Azure AD, Azure DNS.

