



Customer success stories

## For a global media giant, 24/7 media supply chain support

A media giant turned to AWS and Cognizant for management of its global media operations' applications, backend services and infrastructure.

### Customer challenge

To ensure high availability, a global media conglomerate sought a cost-effective, 24/7 solution to maintain and support critical media applications across its many brands.

The scope of the project was huge: 400 applications spanned multiple platforms and geographies as well as 80 devices that ranged from mobile operating systems Apple iOS and Google Android to digital media players like Roku. In addition, the complex environment included a mix of legacy and AWS-based applications and new back-end services to support the company's streaming initiatives.

The company needed not only a solution for round-the-clock management and monitoring of the backend services, but also one ready to handle the scale of its ever-growing numbers of applications, devices and geographies. The task required a team structure with skillsets in OTT/video delivery, infrastructure support and application monitoring tools.

## **AWS + Cognizant solution description**

Cognizant provided Day 2 management of AWS infrastructure to ensure performance, efficiency and scalability for the client. We used several AWS technologies and third-party tools to monitor and support applications.

New applications were built on AWS Lambda-based microservices architectures, with step functions triggered through Amazon API Gateway and logged in Amazon DynamoDB. This approach reduced the overall support requirements for new applications.

Our proactive day to day management of the environment includes implementing and automating reporting tools. Our team responds to automated alarms and thresholds, and troubleshoots incidents and resolves media-related issues. In addition, we document operational recommendations and changes for ongoing management.

Finally, we developed several automation tools and improved threshold monitoring to reduce the number of incidents managed by the team



## Outcomes/results

- 50% reduction in turnaround time
- 20% increase in resolving media assets' availability and delivery errors
- Reduction in major incidents due to proactive problem management and continuous improvement through innovations such as BOTS and automation.

## About the partner

Cognizant (Nasdaq-100: CTSI) 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.



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).

### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

280 Bishopsgate  
London  
EC2M 4RB  
England  
Tel: +44 (0) 20 7297 7600

### India Operations Headquarters

5/535, Okkiam Thoraiyakkam,  
Old Mahabalipuram Road,  
Chennai 600 096 India  
Tel: 1-800-208-6999  
Fax: +91 (0) 44 4209 6060

### APAC Headquarters

1 Fusionopolis Link,  
Level 5 NEXUS@One-North,  
North Tower Singapore 138542  
Phone: + 65 6812 4000