

## CASE STUDY

### Business Needs

- Accept client video requirement online
- Handle multiple requests in a queue
- Prioritize queue based on client subscribed package
- Constrained to keep the video processing engine on premise
- Notify clients on status of video processing

### Solution

- Created a hybrid model to connect to on premise video engine
- Used AWS SQS for queuing the client requests
- Notifications sent using SES and SNS
- Configured a secured VPN tunnel for traffic between cloud and on premise server
- Temporary objects are cached using ElastiCache

### Benefits

- Improved response time in generating the final output
- Scale environment to match high demand
- Queueing based on client profile
- Proprietary business logic and source code is running on premise
- Transparent and better user experience on overall status of request

### Technical

- JAVA, JQuery, HTML5/CSS, SQL Server, JSON
- AWS Services – S3, EC2, Load Balancer, Route 53, Cloud Front, Cloud Formation, VPC, RDS, SES, SNS, SQS, CloudWatch, IAM

## Video Bot Hybrid Cloud model for Media Company

### Client

The client is a fast-growing company that is expert at helping its customers to provide exhilarating creative expressions to ideas, thoughts & memorable moments, turning boring PPTs to animated videos. They are a group of exuberant young creative minds with an expertise to provide exhilarating creative expressions, who know how to make effective corporate communication possible.

### Solution

Based on the current constraints client had in terms of moving the entire video bot engine to cloud, OSoft Labs has proposed a hybrid cloud model.

Created a phased approach for moving the entire video bot solution to cloud in a span of 3-6 months.

Since there will be bandwidth constraint in a hybrid model based on download and upload speed, size of the request and response plays a key role. This was very carefully reviewed and taken care by minimizing round trips to on premise server.

High quality images are stored in S3 and partial output streams are displayed to user from cache.

Maintained SQS queue along with priority to pick and process the requests.

From earlier requests of one per day, the client is now able to handle more than 60 requests per day with just one video bot server. The entire solution is flexible to scale on premise video bot servers to handle more requests.

### Challenge

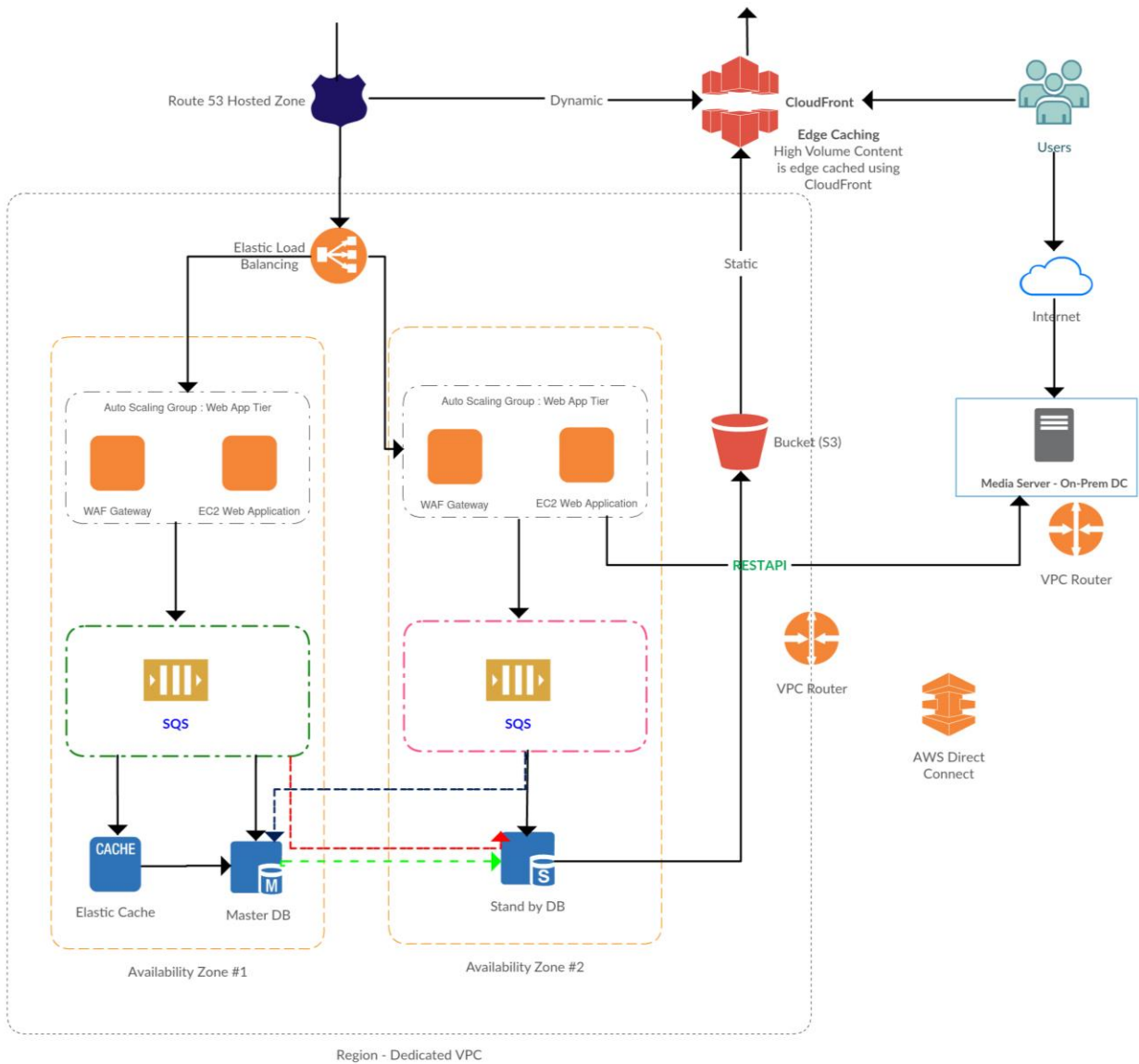
Client was accepting requests in email and Google Docs where all the requests were not centralized causing chaos and customer dissatisfaction. Updates on the status at every point is crucial for business success.

Since client's USP is based on response time, they wanted the response time to be minimized as much as possible with end-end workflow visibility including showing the wait time to process the video based on the current queue.

Bandwidth

As project is planned in phases,

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## About OSoft Labs

Osoft Labs provides end-to-end IT services for application development, maintenance and support to businesses, using innovative and cost effective solutions. Osoft Labs helps selecting the right technology for the business requirement which has a significant impact on the business growth to help transform and make business functions simpler, faster and better.

Founded in 2012 and head quartered in Hyderabad, India; Osoft Labs is **AWS technology partner** and **ISO 9001:2008** company.

Osoft Labs has been recognized as **“Top 20 most promising cloud computing solutions providers – 2016”** by **CIO Review** magazine in October 2016 special edition.