Customer success stories

Leading MSO migrates to AWS cloud for seamless authentication

AWS services and monitoring tools enable a media company to provide quick authentication—and a superior subscriber experience

Customer challenge

A Tier 1 MSO faced a complex technology challenge: To offer its subscribers the array of content they wanted, it needed a modern, seamless way for them to authenticate and view content on any app/device. Yet its TV Everywhere (TVE) platform was built using a monolithic architecture. It sought quick, convenient verification—and a platform to allow it to happen.

The company's legacy TVE platform was unable to scale readily and often struggled to handle customer load during large events. As a result, the company, a leading US-based provider, had challenges maintaining the application's SLA. Uptime was a problem, and the platform's multiple applications relied on different technology stacks and deployment processes.

To reduce operational costs and deliver new features quickly, the company wanted to not only enhance the TVE platform but also to streamline and modernize the tech stack and deployment processes.

AWS + Cognizant solution description

Our team migrated the platform, a monolithic application, to AWS using a microservices architecture, allowing the company to scale its services faster.

We used a phased approach that included transitioning into new CI/CD processes and modernizing the applications while supporting critical features. During the assessment phase, we engaged with the customer to better understand the microservices needed, including platform authentication and entitlements services for multiple content streams, and how to successfully interconnect the services for a holistic overview within the short migration timeline.

After the steady state assessment, we migrated applications from the legacy TVE flow to the new architecture and added enhanced features and modernized CI/CD supporting containerization and Kubernetes deployment.

The applications are deployed on Amazon Elastic Compute Cloud (EC2) machines using Amazon Machine Images (AMI) for new deployments. To match the compute with actual load, we implemented Amazon EC2 Auto Scaling Launch configurations with step scaling.

Security measures included connection to the database through AWS Identity and Access Management (IAM).

To monitor the health of the application, we used Amazon CloudWatch for EC2 events. For enhanced monitoring of microservices, we integrated with third-party tools such as Splunk, AppDynamics and Datadog.

Outcomes/results

The AWS platform provided 99% uptime, a significant improvement, and the new architecture allowed the media company to deliver a richer set of features. Using Amazon Web Services best practices, our team delivered improved application availability, particularly during large events, and fault tolerance. In addition, the modernization of the CI/CD processes has sped up the company's release cycle and enabled faster time to market for key features.

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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