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Inuxu Digital Media: Leveraging AWS for Enhanced Video Delivery & Cost Efficiency

Digital adtech platform that supports and serves programmatic advertising in 10 different Indian regional languages.

About the Customer

Inuxu Digital Media Technologies Pvt. Ltd. is a leading digital media company that delivers high-quality video content to millions of users across India. With a vast library of educational, entertainment, and informative videos, Inuxu has established itself as a pioneer in the digital media landscape

Business Challenges

- Increasing data transfer and storage costs due to rapidly growing video content and user base
- Inadequate security measures and monitoring for their web applications and APIs
- Lack of disaster recovery and high availability measures for their infrastructure
- Scalability issues during peak traffic hours, leading to performance degradation
- Complex CDN management and inefficient caching strategies

Our Solution

- Migrate video content storage and delivery to AWS using Amazon S3 and Amazon CloudFront from Zenlayer
- Implement AWS Auto Scaling for seamless scalability
- Architect a highly available and fault-tolerant infrastructure using AWS Multi-AZ and Multi-Region deployments
- Leverage AWS WAF and AWS Config to enhance security and compliance
- Utilise Amazon CloudWatch for comprehensive monitoring and insights into resource utilisation
- Implement AWS Cost and Usage Reports (CUR) and AWS Budgets for accurate cost tracking and optimisation

Solution Highlights

- Significantly reduced data transfer and storage costs by leveraging Amazon S3 and CloudFront's efficient caching strategies
- Improved user experience and video streaming performance with CloudFront's global edge network
- Achieved high availability and disaster recovery capabilities through Multi-AZ and Multi-Region deployments
- Streamlined content delivery and caching management with CloudFront's advanced features
- Enhanced security posture with AWS WAF and AWS Config for web application and API protection
- Gained comprehensive visibility into resource utilisation and cost optimisation opportunities with CloudWatch and CUR

CDN – Content delivery network
APIs - Application Programming Interface
CUR – Cost and Usage reports

WAF – web application firewall
Amazon S3 - Amazon Simple Storage Service
Multi AZ – multiple availability zones

Benefits

- Cost savings of up to 40% on data transfer and storage expenses
- Improved video streaming quality and reduced buffering times, resulting in higher user satisfaction
- Minimised downtime and data loss risks through fault-tolerant and highly available architecture
- Strengthened security posture and compliance with industry standards
- Optimised resource utilisation and cost management with accurate monitoring and cost tracking tools

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