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Re-Architecting the media industry in AWS

A new platform with Stability, Accessibility,
Agility, and Expandability at its core

Customer Challenge

After realizing their legacy platform was limited and outdated, a top media analytics organization chose AWS to re-architect a top market platform to evolve their business into a highly available and scalable application. They desired an evolving application aligned with today's agility and innovation challenges, reducing risks using rock solid AWS platforms and serverless services. The new platform can analyze thousands of media data sources in a real-time serverless platform presented in a microservices architecture.

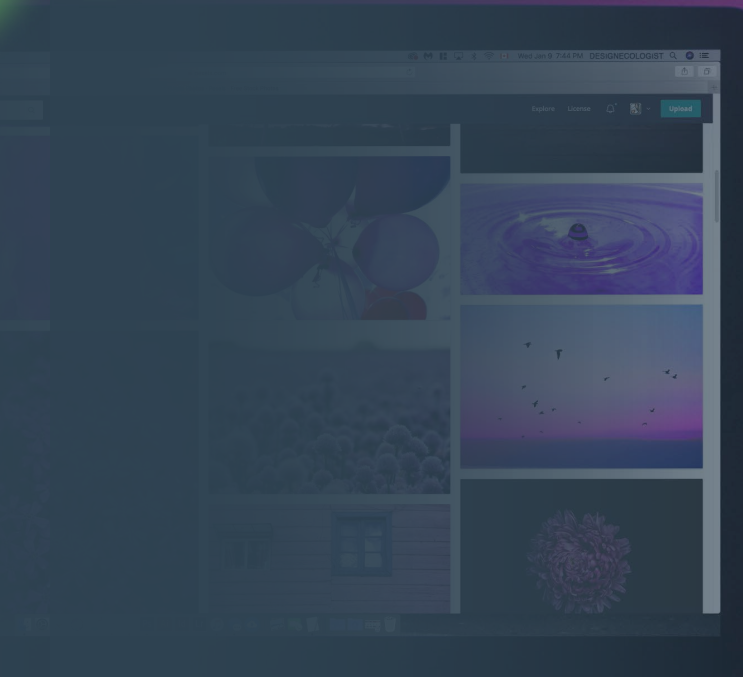
Solution

The company chose a builder strategy, meaning they committed to a long-term relationship with open-source technologies to learn fast, fail fast, and innovate always. Analytics rely on a partner managed data lake also hosted in AWS, terabytes of unstructured data are collected, analyzed, transformed and stored second by second using Amazon Glue jobs. Application services, microservices, API's, workflow integrations and persistence are hosted in Amazon EKS clusters. Several Open-Source backend and database technologies are used in the solution including Apache Spark, Apache Airflow, Spring Boot, OpenSearch, Grafana, InfluxDB, and PostgreSQL. Gitflow boasts an everything as-a-code strategy.



Results and Benefits

- A new platform-independent approach which warrants long-term technology commitments
- Cost reductions, paying only for what we use.
- Reduced time-to-market, moving from batched analytics platform to a serverless near-real-time.
- Agility with decoupled microservices platform.



About Globant

Having completed more than 500 cloud projects, Globant's engineers have helped organizations design, build, migrate and support their workloads in AWS. We have been an Amazon Web Services partner since 2011, with proven expertise and capabilities on the platform.

For more information, visit www.globant.com

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