

Rackspace to AWS Media Converter Migration Services

More and more companies are opting for cloud computing due to the benefits they get to improve day-to-day business operations. While both Rackspace and AWS remain the most popular cloud hosting environments, customers have begun to migrate to the latter due to the comprehensive nature of the cloud services.

rackspace
technology®

aws

Overview

Our client in the children's camp business uses an app to stream large volumes of videos and photos to the customers. Rackspace's support and cost issues affected their operations and business expansion and drove the reason for the migration. In less than six weeks, AWS S3, CloudFront, and Elemental Media Converter tools helped them to enable quick media delivery at a large scale across the country.

6 Weeks

To migrate 2 TB data and build the AWS architecture for scalability

70% Reduction

In monthly maintenance costs



Opportunity

AWS Migration for Cost-Savings

Our client faced challenges with Rackspace cloud due to high costs, the need to use two third-party services to convert and serve the files, and difficulty upgrading the plans. They wanted to optimize their workflow and migrate to a better cloud infrastructure at an affordable cost.

In such a scenario, a successful migration can benefit the client considerably. But the lack of the right expertise and the wrong migration strategy could cost an enormous loss of resources.

Solution

Utilizing AWS Elemental MediaConvert Services

Team KnackForge assessed the client's IT needs and presented a thorough migration strategy. Our deep-rooted AWS expertise enabled the rapid migration of Rackspace's server to the AWS CloudFront environment. We stabilized and simplified the architecture

by utilizing customized migration tools: AWS S3, CloudFront, Elemental MediaConvert, Event Bridge, and Lambda. The mp4 file loaded in an S3 source bucket is triggered using the Lambda service, converted into a .hls file, and passed to the destination S3 Bucket. The two files (mp4 and .hls) are in the CloudFront, and the content is served from the CDN. The status of the media converter (fail/pass) is directed to Event Bridge, where the notifications are sent to the client for further updates.

Outcome

The migration was successful, and the client is seamlessly maintaining and managing the heavy media traffic. The solution has provided higher scalability, improved availability, and reliability. The client's IT budget is managed efficiently without compromising media quality, compatibility, and app productivity.

- ✓ Smooth and cost-effective migration
- ✓ Mobile app compatibility with Android and iOS devices
- ✓ Increased performance without any buffering

About the Client

For 50+ years, our client has been conducting religious camps for kids and families in the Southern United States of America. Each summer, they cater to 45,000 campers, and more than a million people have gone through the experience over the years. The caregivers get access to the client's app, where they can get a window into the camp experience of their children. The app allows sharing pictures, sending and receiving digital handwritten letters, and viewing camping experiences as videos to keep the kids connected to their parents while enjoying the camps.



Contact our experts today!

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