

Case study

Cloud-led Digital Transformation for Indian Media Giant, Resulting in Significant Cost Reduction

Client

The client is the digital arm of one of India's largest media houses, with a user-base of over 200 million, accessing a digital library of 12000+ titles including movies, television shows, and other programming, alongside 250,000+ library of music titles.

Challenges

- ▶ **Difficulty in effectively monetizing the digital content library.**
- ▶ **Packaging subscription plans based on user devices such as mobile-only plans were challenging.**
- ▶ **The client wanted to offer consistently superior experiences across channels, but its monolithic content management system (CMS) was rigid, as it was cumbersome to maintain.**

LTIMindtree Solution

- ▶ **Microservices-based solution for the client.**
- ▶ **Re-architect and re-platform the Content Management System (CMS) based on Microsoft Azure for cloud nativity and flexibility.**
- ▶ **Content Delivery Network (CDN) on Azure to regulate content access across geographies, user subscription, and device type.**

Business Benefits

**Adoption of
microservices-based
architecture for greater
flexibility and support for
diverse customer journeys**

**100% increase in average
revenue per user with
reduction of TCO and
maintenance costs**

**Significantly simplified
content and user
management**

**Faster time-to-market,
enabled through Agile
CI/CD pipeline**

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