



CASE STUDY


REVOLUTIONIZING MEDIA PRODUCTION: Paving the Way for Scalable Content Distribution

SERVICE AREAS

 Application Modernization

 Cloud + Infrastructure

INDUSTRY

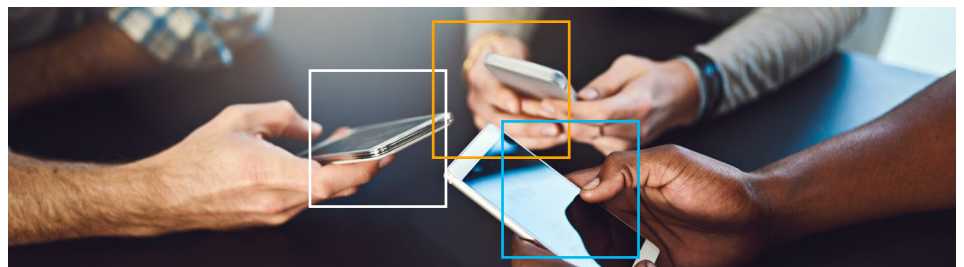
 Telecom & Media



As media companies increasingly face the pressures of delivering high-quality, uninterrupted content to growing audiences in different segments, the need for modernization has never been greater. One of the world's leading media giants found themselves at a crossroads—stuck with an aging media production system that was struggling to keep up with both internal demands and the expectations of modern consumers in their Latin American market.

Managing over 35 TV feeds with complex workflows spanning content acquisition, transfer, and delivery, the company realized that to remain competitive in the region, they needed a solution that could scale with the increasing demands of content production, distribution, and security. With the rapid evolution of digital media, failure to modernize meant risking diminished consumer experience, slower time-to-market for new content, and potential disruptions to their services.

In a bid to address these challenges, the company launched a Special Projects unit internally to spearhead their transformation. With a tight deadline and their internal development team focused on core initiatives, they turned to Aditi Consulting for expert support. Together, they began a journey of modernization that would not only enhance the production system's efficiency but also safeguard the company's future growth and consumer satisfaction.



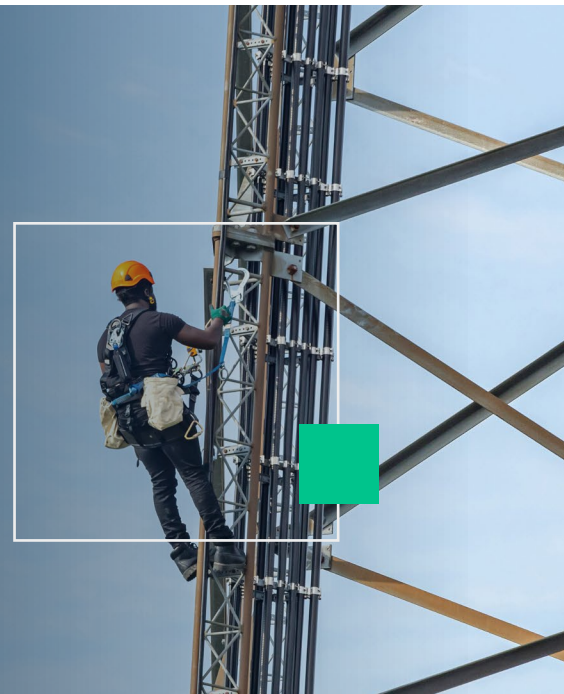
The Challenge

The media company was operating a legacy system responsible for managing multiple media workflows, from content acquisition to playout. This included complex processes like intra-company media transfers, content management, and delivery to customers. As the company's content distribution requirements grew, their aging infrastructure became a bottleneck, impacting both speed and reliability.

Internally, the company faced significant pressure to modernize their infrastructure without disrupting ongoing operations or diverting focus from their core software development efforts. Moreover, the existing systems were becoming increasingly difficult to maintain, with manual processes leading to inefficiencies and delays. The need for a timely and efficient solution was urgent, as failure to update their infrastructure could lead to service interruptions, a slower response to consumer needs, and ultimately, a loss of competitive edge in the fast-paced media industry.

Success in telecom and media isn't just about adopting new technology—it's about overcoming real-world challenges with the right expertise. [Download the 2025 Telecom & Media Report](#) to explore [The Aditi Advantage](#), where our team shares strategic insights on tackling the most pressing obstacles facing telecom and media companies today. From AI-driven efficiency to optimizing networks with automation, discover how proven digital strategies can help your business stay ahead in a rapidly evolving industry.

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The Solution

To address these challenges, the media company's Special Projects unit focused on modernizing the media production and distribution system. Recognizing the need for external expertise, they partnered with Aditi Consulting to support the transformation. **Aditi's team worked on three critical projects simultaneously:**

SOFTWARE MIGRATION TO MICROSERVICES

Aditi's team migrated the existing media streaming software to a more scalable and flexible microservices architecture hosted on AWS. This transformation allowed the company to better manage and quickly scale their TV feeds.

MODERNIZING ACCESS MANAGEMENT

Aditi's upgraded the company's access management software to a cloud-based validation system, improving the efficiency and standardization of access across various stakeholders in the media production environment.

SOFTWARE MANAGEMENT & AUTHENTICATION MODERNIZATION

Aditi streamlined software management practices and implemented modern authentication protocols to safeguard the integrity of the company's media workflows. This ensured that the system was not only secure but also able to handle future growth without compromising performance.

The Outcome

The modernization efforts led to a significant improvement in the company's media production and distribution capabilities. Key outcomes included:



SCALABILITY AND EFFICIENCY

With the migration to a microservices architecture, the company was able to better manage their feeds, enabling faster response times and a more reliable workflow for media distribution. This laid the groundwork for future expansion and the ability to scale with increasing content demands.



IMPROVED ACCESS CONTROL

The upgraded cloud-based access management system streamlined authentication processes and improved the overall security of the production system, ensuring that only authorized personnel had access to sensitive content and production environments.



ENHANCED CONSUMER EXPERIENCE

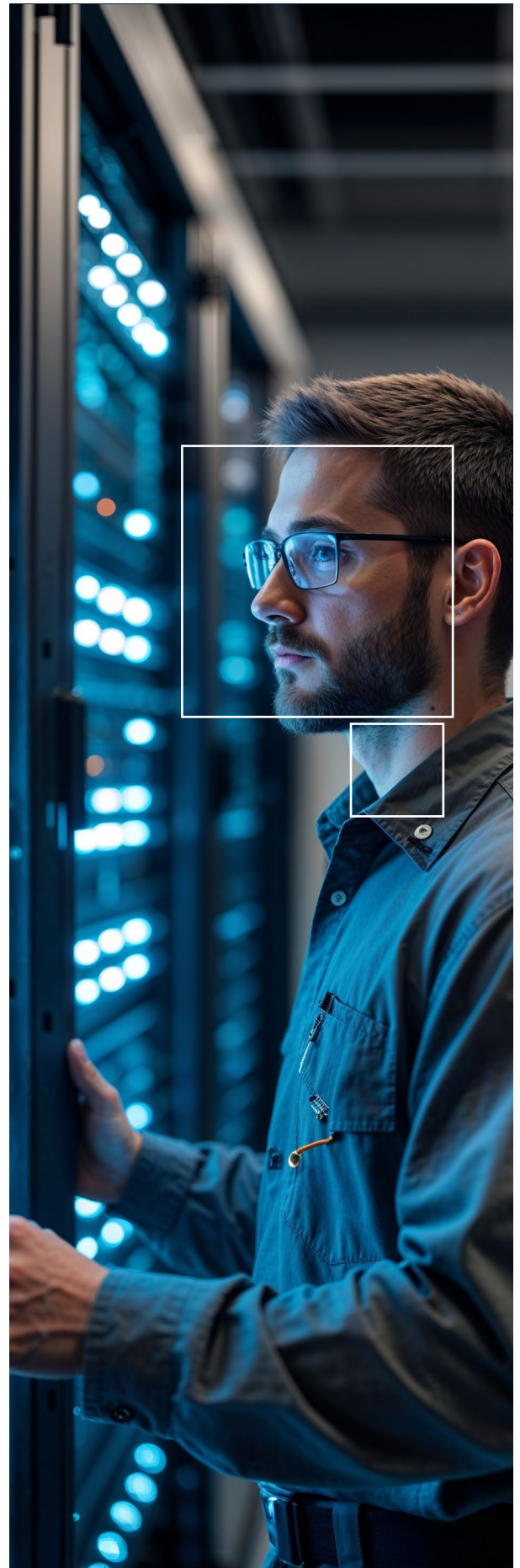
With improved workflows and more reliable infrastructure, the company was able to deliver content to customers faster and with greater consistency. This directly impacted consumer satisfaction by ensuring uninterrupted service and timely content delivery in the region.



FASTER TIME-TO-MARKET

The enhanced infrastructure allowed the company to respond to content distribution demands more swiftly, reducing delays and improving operational agility. This gave the company an edge in an industry, and region where speed is crucial to staying competitive.

By collaborating with Aditi Consulting, the media company was able to address the pressing need for modernization without compromising ongoing business operations. The partnership enabled them to lay a strong foundation for future growth while ensuring that their media workflows remained agile, efficient, and secure.





Partner with Aditi Consulting

In the fast-evolving media landscape, agility, scalability, and reliability are crucial. Aditi Consulting partners with telecommunication and media companies to drive transformation, modernize complex systems, and optimize production workflows through with full-cycle digital engineering services. Whether you are looking to migrate legacy systems, modernize your access management processes, or ensure your infrastructure can scale to meet growing consumer demands, Aditi is here to help.

Contact Aditi Consulting today to learn how our innovative digital engineering services can help you stay ahead of industry demands, elevate your operations, and drive long-term success.

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ADITI
CONSULTING

Aditi is a leading digital engineering services company. We partner with established and emerging enterprises by leveraging borderless talent across three continents to achieve transformative outcomes that will reshape their trajectory. We lead and support our clients' efforts to design, build, and operate the products, systems, and processes required to deliver impact by leveraging deep insights, practical knowledge, and human spirit.



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