



CLUSTERCONTROL

INCREASES STREAMING SPEED

FOR TOP VIDEO PLATFORM PROVIDER

STREAMAMG

- Industry: Streaming Video
- Location: United Kingdom
- Data Center: Multiple

USE CASE

A video streaming platform provider which required high availability with real-time scaling

WHY SEVERALNINES

A fully automated database infrastructure that increases performance while reducing cost

INTRODUCTION

StreamAMG (Advanced Media Group) is a UK-based pioneer in the field of bespoke online video streaming and content management. StreamAMG is Europe's largest player in online video solutions, helping football teams such as Liverpool FC, Aston Villa, Sunderland AFC and the BBC keep fans watching from across the world.

Founded in 2001, StreamAMG builds bespoke solutions for its customers to host and manage online video content. Its software delivers the high-availability needed for on-demand streaming or live broadcasting on any device. Loss of customer trust and damage to brand reputation are likely consequences of database failures, especially for those companies which operate in the online sports, betting and gaming industries.

CHALLENGE

Long hailed as the future of online content, analysts predict that 90% of all consumer

“90% of all consumer internet traffic will be video by 2019”

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internet traffic will be video by 2019. This poses a challenge to streaming providers, both in terms of the amount of online video data to handle and the variety of ways the content is consumed. Customers expect a seamless viewing experience across any device on any operating system. Downtime, lag or disturbances to streaming can have serious repercussions for customer loyalty. Streaming providers should provide a secure and reliable media platform to maintain the interest of fans and attract new viewers, casting database performance in a starring role.

Growing at 30% year on year required StreamAMG to have a scalable IT system to meet new customer demands and to maintain its leadership position in the market. StreamAMG reviewed its database performance as part of its IT infrastructure renewal project for to encompass new online channels, such as social media, and embedding marketing



analytics to help its customers better understand and react to customer behaviour. It needed a solution to monitor and optimise its database management system and the detailed metrics to predict database failures.

SOLUTION

After reviewing options provided by Oracle and AWS, amongst others, StreamAMG chose Severalnines to help future-proof its databases. The previous environment, based on a master-slave replication topology, was replaced with a multi-master Galera Cluster; and Severalnines' ClusterControl platform was applied to automate operational tasks and provide visibility of uptime and performance through monitoring capabilities.

Thom Holliday, Marketing Manager StreamAMG, said: "With ClusterControl in place, StreamAMG's flagship product is now backed with a fully automated database infrastructure on AWS which allows us to ensure excellent uptime. Severalnines increased our streaming speed by 76% and this has greatly improved the delivery of content to

our customers. The implementation took only two months to complete and saved us 12% in costs. Expanding the current use of ClusterControl is definitely in the pipeline and we would love to work with Severalnines to develop new features."

Vinay Joosery, Severalnines Founder and CEO, said: "Online video streaming is growing exponentially, and audiences expect quality, relevant content and viewing experiences tailor-made for each digital platform. I'm a big football fan myself and like to stay up to date with games whenever I can. Right now I'm following the European Championships and online streaming is key so I can watch the matches wherever I am. New types of viewerships place certain requirements on modern streaming platforms to create experiences that align with consumer expectations. StreamAMG is leading the way there, and helps its customers monetise online channels through a solidly architected video platform. We're happy to be part of this."

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