

Case Study



Client Profile:

Indegene is a scientific partner to global pharmaceutical and life sciences companies. The company integrates technology, medical science and communication expertise to deliver clinical, commercial and marketing solutions for their clients since its inception in 1998. Indegene provides technology solutions, which enhance customer engagement with patients, providers, pharmacists, HCPs, sales and customers. Indegene seamlessly integrates emerging technologies like SMAC into their operational area to deliver a connected, unique real-world perspective to global health care and life sciences challenges.

Tecnology Used:

Wowza streaming engine
Adobe Media Server (AMS)
Amazon Web Services (AWS)

Business Situation:

The client, Indegene approached Compassites to configure a live and on-demand high quality video streaming solution in SaaS model, which can help their clients engage in a much more collaborative and connected manner. Indegene's requirement was to set up a single, simplified media streaming workflow solution, which can support multiple traditional and adaptive streaming formats and can be accessible from anywhere through any web browsers. The client also required a convenient management and monitoring solution which can manage, monitor and measure video and audio streams from a computer or any mobile devices.

Client Requirement

- Live streaming with 2 - 3 seconds delay between the video publisher and viewer;
- Publishing streaming using H.264 format via RTMP/RTMPS;
- Accessibility of streaming via web browsers, Flash and mobile devices;
- Support for adaptive bitrate encoding and streaming via SMIL.

To address the client requirement, Wowza and AMS (Adobe Media server) were chosen as the media streaming candidates and Compassites team configured and fine-tuned the media streaming workflow with Wowza streaming engine on Amazon Web Services (AWS).

Solution Approach:

Wowza streaming engine was the chosen solution as it is a robust and customizable media server software that powers reliable streaming of high-quality video and audio to any device, anywhere. Wowza provides secure streaming solutions whether deployed in the cloud or on-premises. Adobe Media Server (AMS) enables HD quality video streaming to the largest audience possible across any Internet-connected

device, with a streamlined workflow. A combination of Wowza with Adobe Media Server (AMS) has chosen to provide lower-cost and more fully featured live streaming solution compared to the Flash media delivery.

Compassites team configured and fine-tuned Wowza streaming engine on Amazon Web Services (AWS) on a monthly subscription based model. To make the streaming smooth and effective, three add-on's namely, Transcoder, Bandwidth checker and Stream lock were also implemented with the Wowza streaming engine. Wowza Transcoder add-on, a real-time video transcoding and translating solution provides the ability to ingest a live stream, decode the video and audio and then re-encode the stream to suit desired playback devices. The Bandwidth checker add-On allows the server to verify the amount of available bandwidth and to help in making decisions on encoding bitrates that work best for the available client bandwidth. The Stream lock add-on ensures the security of video streaming solution. To fine-tune the server usage through web, an advanced user permission option was also configured on the Wowza streaming engine, which enables advanced users to access advanced administrative settings. The solution was configured and deployed within a short span after rigorous testing and fine-tuning.

Benefits & Results:

The Wowza configuration on AWS was tested and found to deliver all the client requirements with greater precision. As per the client requirement, a video streaming solution with 2 to 4 seconds delay in streaming between the publisher and the viewer was implemented successfully. The publishing streaming solution was also tested and found to be accessible through multiple browsers and devices. Wowza on AWS was found to support adaptive bit rate encoding and streaming via SMIL (Synchronized Multimedia Integration Language). Compassites configured, tested, fine-tuned and delivered the solution within a short span, meeting all the requirements of Indegene.

- ❑ Wowza's stability, scalability and performance enable Indegene to support their growing client requirements in video streaming.
- ❑ Indegene customers can enjoy the broadest range of streaming capabilities at an extremely affordable price point.
- ❑ Increased efficiency, greater flexibility and larger capacity for Indegene in delivering high quality video and audio contents to their clients.
- ❑ Easy management of streaming from almost any source to any screen.
- ❑ Delivered a secure streaming solution with SSL (Secure Socket Layer) encryption certificates.

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