

# Amdocs Media slashes MarketONE infrastructure demands with move to Amazon Aurora

## Case Study

### Executive Summary

Building the MarketONE solution with the MySQL engine in Amazon Aurora enables Amdocs Media to significantly reduce operational costs associated with infrastructure management, while improving availability and scalability for global customers.

### The Challenge

Delivering digital media requires a tremendous amount of coordination between service providers (carriers) and over-the-top (OTT) content providers. Each unique partnership involves one-off technical integration and ongoing management, which can lead to extensive operational challenges for IT that stunts their ability to grow. The MarketONE platform by Amdocs Media offers carriers, OTTs, and individual consumers a better way to serve and manage content. It enables a win-win-win experience by providing a single point of integration for OTT partners for all carriers.

Amdocs Media originally built a component of MarketONE on MariaDB hosted in datacenters. However, providing near-real time experiences for millions of users around the world from an on-premises deployment has created serious operational challenges for the team (i.e. ensuring redundancy, reporting, back-up strategies, as well as staffing personnel). Additionally, infrastructure demands have reduced the time IT teams can spend on higher value activities, like building new offerings and enhancements.

### The Solution

Amdocs Media migrated its MarketONE platform to Amazon Aurora to offload the operational burden and reduce the cost of managing infrastructure. In the process, they freed up developers to focus on higher value projects and inherited near-turnkey capabilities such as availability and scalability.

“ Amazon Aurora created a turnkey opportunity for us to offload some of our biggest challenges to the fully managed service, helping with our customer’s time to market. The move was a no brainer. ”

– Jay Deen  
CTO, Amdocs Media



### About Amdocs Media

Amdocs Media's [MarketONE](#), a division of Amdocs (NASDAQ: DOX), is a leading software and services provider to communications and media companies of all sizes, accelerating the industry's dynamic and continuous digital transformation. The company delivers an end-to-end OTT solution for service providers that avoids the many pitfalls and points of failure, while bringing together the user, a subscription and a partner within a holistic solution.

“ Running on MarketONE improves our carriers' operating model because they're only paying for the service based on how successful they are. We're giving carriers the benefits of the multi-tenant cloud with Amazon Aurora. ”

– Ian Zeifman  
Product Marketing, Amdocs Media

“ Amdocs has been a trusted partner for over 20 years and expanding our relationship via this type of collaboration reflects our confidence and trust in them, as well as their ability to innovate and deliver. ”

– Cody Sanford  
EVP and CIO, T-Mobile

T-Mobile

## Results and Benefits

The MarketONE platform offers three key modular services—Partner Lifecycle Management (PLM), Subscription Lifecycle Management (SLM), and User Lifecycle Management (ULM)—which provides customers a truly digital experience that is real-time, automated, and unassisted. Leveraging Amazon Aurora has enabled the MarketONE team to reimagine how they invest their time and resources.

### Optimized operational costs and standardized the hiring process

From buying and managing expensive hardware and software to hiring knowledgeable staff, the operational demands of running an open source proprietary system bogged down the IT team. By moving to the fully managed services of Amazon Aurora and leaving infrastructure management to AWS, the MarketONE team reduced direct and indirect operational costs by 35% and improved the hiring process.

Jay Deen, CTO of Amdocs Media explained, “On Amazon Aurora, we could normalize on a base level of knowledge using AWS certifications to guarantee a certain level of skill sets and even test against it. Rather than having very specific internal knowledge of our data store we can now go to market and hire help that already knows how to use it. Even our interviewing process is easier.”

### Reduced time to market through better use of talent and faster development

It used to be that, “prepping and getting a database cluster up and running took three weeks for installing, confirming network, testing for latency, etc.” said Jay. Moving to Amazon Aurora, “we’re now able to effectively do it in a day.”

Take for example the PLM service. “This relatively new offering went from inception to product-ready in 18 months, which is unheard of. A huge aspect of it was leveraging IaaS and Amazon Aurora which allowed us to focus on the business value versus the infrastructure,” said Jay. The MarketONE team is looking forward to reallocating the time they gained by moving to Amazon Aurora, “to focus on building enhanced business-level functions that improve the operating, service provider, or media partner’s experience.”

### Adopted a near-turnkey approach to availability and scalability

As the platform has grown in popularity, so has the work required to ensure appropriate zones are up and running and geo-redundancy is in place. Running on an on-premises open source database makes these activities extremely time consuming and tedious. On Amazon Aurora, however, “they have become easy,” explained Jay. “Now, I just know I can turn something on and instantly leverage the global reach of AWS to provide localized points of presence and make sure the consumer’s experience isn’t effected.”

In the same way, the team has been able to take advantage of the near instantaneous scalability of Amazon Aurora. “Knowing Amazon Aurora has a team of experts caring for the infrastructure for me gives me peace of mind. Once I get operational, I don’t have to worry about racking hardware or software or carrier procurement, which can take months. Instead we get predictable cost to scale and have assurances around bursting. Looking back, the move to Amazon Aurora was a no brainer.”

## Learn more

[Amazon Aurora](#) is a MySQL and PostgreSQL-compatible relational database built for the cloud, that combines the performance and availability of traditional enterprise databases with the simplicity and cost-effectiveness of open source databases. Amazon Aurora is up to five times faster than standard MySQL databases and three times faster than standard PostgreSQL databases. It provides the security, availability, and reliability of commercial databases at 1/10th the cost.

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