Joyn migrates 3.4PB to Amazon S3 with AWS Snowball Edge

Challenge

- The capital expense to store and maintain on-premises data centers were expensive and cost prohibitive.

- Migrating petabytes of data to AWS within their three month timeline could not be met by online data transfer solutions.

- Increased flexibility and availability was needed to distribute and access content.

Solution

- Amazon Snowball Edge Storage Optimized is designed to move large files quickly and securely.

- Using multiple Snowball Edge devices concurrently enabled JOYN to complete their data migration within three months

- Leveraged Amazon S3 Intelligent-Tiering optimized storing data into storage classes automatically based on hot (frequent access), warm (infrequent access) and cool (archive access) tiers.

Benefits

- Moved 3.4 petabytes (PB) in 90 days

- $500K+ savings per year by closing on-premises data center

- No increase in total cost of ownership (TCO)

- Dynamic storage optimization provides a cost effective solution while giving consumers easy access to a robust media library

joyn

Company: Joyn GmbH

Industry: Media and Entertainment

Country: Germany

Website: www.joyn.de

About Joyn

Germany's first free streaming video service, Joyn GmbH is a ProSiebenSat.1 and Discovery joint venture. Launched in 2019, Joyn combines live TV with on-demand content and exclusive programming.

> " Joyn is a cloud-first media service built on AWS, so we knew that moving our archive using AWS Snowball Edge would be fast, simple and secure, but we've also been impressed by how cost-effective it was. Now that all of our content is easily accessible in the cloud, we can quickly transcode and deliver content to audiences that they can't find on any other streaming service."
>
> Stefan Haufe, Media Engineer, Joyn

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