

CASE STUDY

Improving 24/7 Cloud Infrastructure and Application Support for One of India's Biggest OTT Platforms



Overview

Our client, a major Indian SVoD platform, struggled to maintain uptime and resolve incidents rapidly across its content and cloud ecosystem. They partnered with Tech Mahindra to develop an automated, 24/7 support system to improve their cloud and content management. The goal of the engagement was to cut down the time needed to resolve issues, boost platform uptime, and automate infrastructure management using DevOps best practices. This was done by focusing on end-to-end operations, infrastructure stability, and performance monitoring.

Client Background and Challenge.

The client is a leading Indian OTT platform with 100 million+ monthly active users. Since its launch in 2018, it has become a household name across India. They offer over 500,000 hours of content in 12 languages and maintain a high 4.5-star user rating on the Android platform.

They required an automated 24/7 support system to manage cloud infrastructure and content workflows. However, there were several operational challenges to address, such as:

- ▶ Round-the-clock visibility and management of a complex content delivery pipeline hosted on AWS.
- ▶ High dependency on manual interventions for Network Operations Centre (NoC) workflows, especially during the COVID-19 surge, which demanded 20+ skilled operators to maintain continuity.
- ▶ Support for both VoD and live streaming content with real-time performance monitoring.
- ▶ Siloed monitoring tools and workflows lead to slower issue detection and increased operational costs.
- ▶ No automation in testing and infrastructure provisioning, resulting in delays and inefficiencies.

Our Approach and Solution

Despite remote work constraints during the pandemic, Tech Mahindra set up a cloud-based support team capable of handling DevOps, cloud administration, and application monitoring. The team helped with everything from L1/L2 operations to automated testing and infrastructure automation. This included the following:

Infrastructure and Operations Support

- ▶ Set up a cloud-based NoC to make sure support is always available 24/7.
- ▶ Created a team structure that can change and has clear SLAs for L1 and L2 operations.
- ▶ Set up Terraform to work with Infrastructure-as-Code (IaC) and connected it to Bitbucket.
- ▶ Used Conviva, Zabbix, Instana, and Orion OTT to make monitoring dashboards.
- ▶ Took care of the performance of web, mobile, PWA, and connected devices for end users.

Automation and DevOps Integration

- ▶ Automated end-user testing and alerts reduce the need for manual testing.
- ▶ Made CI/CD pipelines for deploying applications and infrastructure.
- ▶ Used Jira and OpsGenie to connect monitoring and alerting tools.
- ▶ Managed access, networks, and log analysis to sort out problems quickly.

Strategy for Milestones and Deliverables

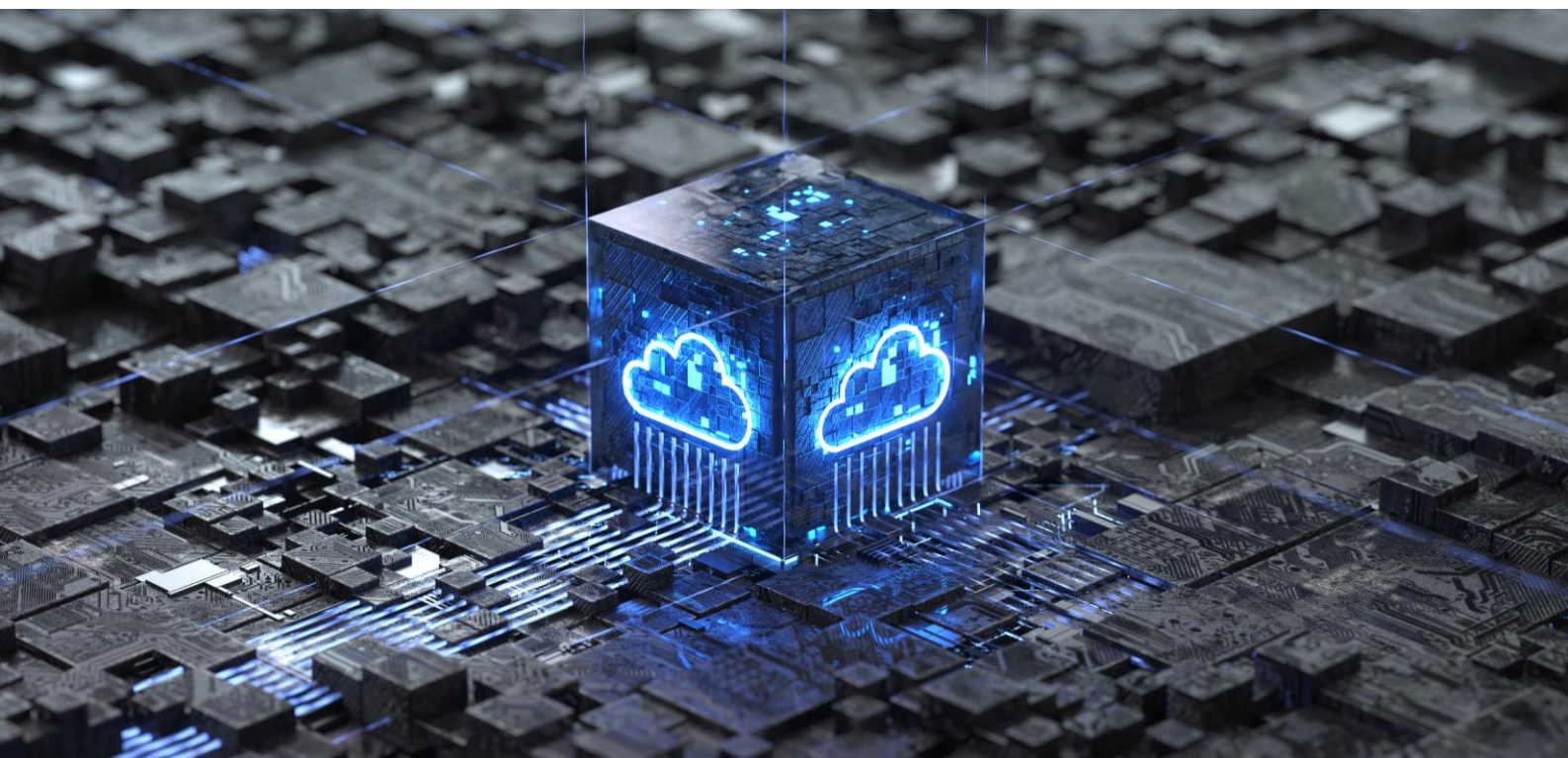
- ▶ Set up full-fledged L1 and L2 operations for content ingestion, transcoding, storage, and distribution.
- ▶ Made it possible to monitor infrastructure and application health around the clock.
- ▶ Enabled automated testing across devices and platforms.
- ▶ Gave an automation solution that could be expanded, which lowered operational costs (OPEX) and made things run more smoothly.
- ▶ Set up KPI monitoring to find outages and degradation at the platform level before they happen.

Analytics and Visualisation

- ▶ Real-time dashboards provided a central view of application health.
- ▶ Monitored performance KPIs, error rates, and resource use to identify issues early.
- ▶ Allowed business operations to make quick, smart choices.

Business and Community Impact

- ▶ Reduced issue resolution time with content and infrastructure.
- ▶ Faster turnaround for service requests, enabled by automation and monitoring.
- ▶ Cut down manual workload through infrastructure and operational automation.
- ▶ Lowered OPEX through CI/CD adoption and infrastructure automation.
- ▶ Business KPIs enabled early fault detection at the platform level.
- ▶ Automated testing and provisioning processes to save time and money.



About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ professionals across 90+ countries helping 1100+ clients, TechM provides a full spectrum of services, including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal in recognition of actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federations of companies. For more information on how TechM can partner with you to meet your scale at speed imperatives, please visit <https://www.techmahindra.com/>.

TECH
mahindra



www.youtube.com/user/techmahindra09

www.facebook.com/techmahindra

www.twitter.com/tech_mahindra

www.linkedin.com/company/tech-mahindra

www.techmahindra.com

mktg@TechMahindra.com

Copyright © Tech Mahindra Ltd 2025. All Rights Reserved.

Disclaimer: Brand names, logos, taglines, service marks, tradenames and trademarks used herein remain the property of their respective owners. Any unauthorized use or distribution of this content is strictly prohibited. The information in this document is provided on "as is" basis and Tech Mahindra Ltd. makes no representations or warranties, express or implied, as to the accuracy, completeness or reliability of the information provided in this document. This document is for general informational purposes only and is not intended to be a substitute for detailed research or professional advice and does not constitute an offer, solicitation, or recommendation to buy or sell any product, service or solution. Tech Mahindra Ltd. shall not be responsible for any loss whatsoever sustained by any person or entity by reason of access to, use of or reliance on, this material. Information in this document is subject to change without notice.