

## Behind the Scenes Netflix

Netflix is the largest video subscription service for TV and movies on the planet. With over 26 million subscribers in the US alone, Netflix has dominated the video streaming service for years. In the past Netflix used tons of data centers across the country to support its growing business. This growing business helped to knock off longtime competitors such as blockbuster. Bringing rise to new competitors such as Hulu, Amazon Prime and Redbox. With all of these potential problems, Netflix knew that it had to continue to expand in order to stay above all the new coming competitors. Surprisingly, Netflix decided to partner up with one of the competitors, in order to expand and ultimately compete with whom they're partnering up with.

### The Cloud

Netflix moved to a cloud based infrastructure a few years ago in 2010 with the Amazon Cloud. Essentially paying their competitors to handle its data, remarkable enough. Doing this means that Netflix would no longer need their data centers. This helps because Netflix so that they don't have to worry about "hardware refreshes, operating systems patches and paying for power space."( Thibodeau,1) The cloud gives them the opportunity to support hundreds of developers on one project, and monitors millions of metrics.

This move was largely due to the fact that Netflix couldn't create and build data centers fast enough to meet the demand from its users. Amazon Web Services was the only game in town that could meet the demands. The other alternatives were good and developer friendly but lacked the scale that Netflix needed.

Afterwards Netflix started to develop tools and cloud add-ons to help keep their cloud instances up, delivering data and running smoothly. Tools such as, Archiaus, Asgard, Eureka, Chaos Monkey and Astyanax. According to Netflix Archiaus is for cloud configuration management. While Asgard Deploys code to the cloud and manages the changes. Eureka loads balances at the server level, Netflix describes it as "A rest based service that is primarily used in the AWS cloud for locating services for the purpose of load balancing and failover of middle tier servers." (HAISLIP, 1) Astyanax is a tool for managing huge databases; it's a Java Cassandra client. All of these tools helps Netflix stay innovative and helps to fill the holes in cloud computing.

Netflix knew that cloud computing is the future. They have taken the necessary steps to prove that and stay ahead of the curve. Demonstrating that Netflix is serious about remaining the number video streaming service, even if that means that they have to get help from one of their competitors. Netflix knows that once the time is right, they'll break off from Amazon cloud services a move onto their own cloud services. That may not be too long away.

## References

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