batch.ly   indieflix

Automatic AWS Spot Instance Management Brings 80% Savings for Video Transcoding

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Brandon Woodward
Head of Product, Indieflix

HIGHLIGHTS

Use Case: Transcode High-resolution mezzanine video files to 10 profiles (1080p, 720p, 360p etc.) and package it to HLS and DASH for viewing in different devices & connection settings

Result
- 24800 items processed
- 78.56% savings over on-demand AWS costs
- 645 EC2 instances
- 98% SPOT instance usage
- Successful adherence to SLA
- No IT overhead

ABOUT INDIEFLIX
IndieFlix, Inc is an independent film distribution and online streaming service based in Seattle, WA. IndieFlix gives film lovers access to thousands of high quality independent shorts, features, documentaries, and web-series from film festivals around the world. Founded in 2005 by **Scilla Andreen**, company specializes in promoting independent film by providing online streaming platforms with filmmaker content.

CHALLENGE
IndieFlix was acquiring a growing number of independent movies and were exploring several cloud based transcoders to support their transcoding requirements. Scilla says "In addition to desktop IndieFlix movies stream on mobile (iOS and Android) apps, and Roku. To support streaming to these devices we were looking for a cost effective solution to do the transcoding". Transcoding is a compute intensive activity and requires high end servers, especially for High Definition video transcoding.

"We wanted to convert a large library (of 22,000 mezzanine videos) totalling 4.5TB into 10 video multivariant profiles (MP4 and WebM) and into 2 packaging mediums - HLS & MPEG-DASH." says **Brandon Woodward**, Head of product at IndieFlix.

WHY BATCHLY
Batchly is a general purpose data processing platform which allows customers to use AWS for fault-tolerant and interrupt tolerant workloads. "*While comparing the costs with cloud transcoders, Batchly was 10X cheaper and 80% lower than AWS on-demand costs*" says Brandon. Batchly's intelligent learning algorithm identifies the right instance type for the kind of job (by running a sampling activity) and bids and runs AWS EC2 Spot instances within customer's AWS account (inside a VPC as well).

BENEFITS
As an existing AWS user, IndieFlix was immediately able to use Batchly without any friction and bring down their AWS costs. Additionally, the company appreciated the flexibility and responsiveness of the Batchly team in setting up and configuring the product to suit their requirements. "The low cost and simplicity of the service made it a no-brainer to use Batchly" says Brandon.

ABOUT BATCHLY
Batchly is an enterprise solution that fully automates AWS provisioning (including Spot & Reserved Instances) resulting in significant cost (up to 90%) savings.