Company Name: **Hudl**

Video Link:

Solution: **Hudl: Ingesting and Transcoding Video Data Using AWS**

Hudl ingests video data from various **sources** and provides transcoded video back to the users in a **playable format**. You'll learn how they use **SQS** to prioritize incoming data based on **performance and time sensitiveness** and use Spot Fleet to transcode the data. To be cost effective, they also use a Lambda function that leverage CloudWatch metrics that uses target tracking to scale in or out, helping them reduce compute costs by 28%.
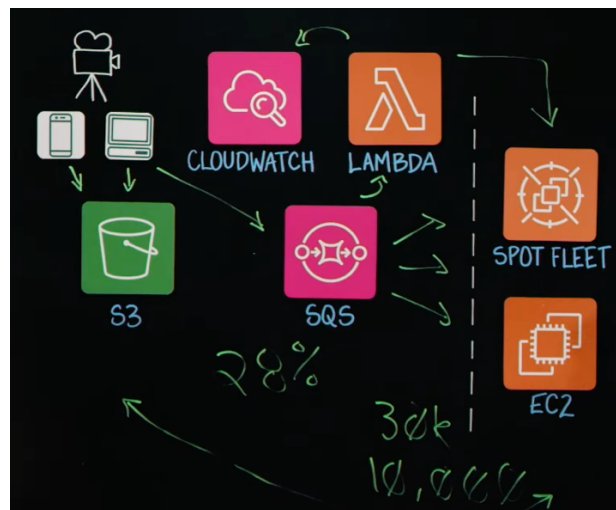
Coaches captured or record the videos using mobile or video device and upload to S3 bucket. This event creates an SQS messages. It is delived to Autoscaling group within EC2. Transcoding happens here. Using the spot instances usage will reduce the computational cost. Two major involvements performance and cost effectiveness. Lambda triggered based on the SQS ques which starts the clouwatch metrics and analyze the que and scale the EC2 instances accordingly.

AWS SERVICES mentioned:

- **Amazon S3:** Object storage built to retrieve any amount of data from anywhere.
  https://aws.amazon.com/s3/
- **AWS Lambda**: Run code without thinking about servers or clusters. https://aws.amazon.com/lambda/
- **Amazon CloudWatch:** Observability of your AWS resources and applications on AWS and on-premises.
  https://aws.amazon.com/cloudwatch/
- **AWS SQS (Simple Queue Service):** Fully managed message queues for microservices, distributed systems, and serverless applications. https://aws.amazon.com/sqs/
- **Amazon EC2:** Secure and resizable compute capacity to support virtually any workload.
  https://aws.amazon.com/pm/ec2/