



Let's Solve



# Application Assessment & Transition to Cloud for one of the Largest Radio Station Groups in the USA

App Assessment, Cloud Transition for US-based Radio Station Groups Major



## Executive Summary

LTI has been engaged with the client as a Thought Partner for – Business Transformation, Application Support, and Strategic Initiatives at scale. LTI helped client leveraged full potential of cloud through an effective modernization strategy for entire application portfolio. LTI was engaged to assess their application portfolio using their cloud reengineering assistance, building cloud migration strategy and migrating applications to AWS cloud, in a cost-effective manner.

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## Client

The client is a publicly traded, second largest, US-based broadcasting company and radio network based in Bala Cynwyd, Pennsylvania. It owns 235 radio stations across 48 media markets.

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## Challenges

- Assess applications services and its dependencies and plan migration to AWS cloud.
- Higher TCO in maintaining on-premise infrastructure and support staff.
- Scattered infrastructure and complex deployment process and more manual efforts.
- Modernize or refactor application portfolio to leverage full potential of cloud.

## LTI Solution

- Establishing a flexible model to service the requirement for this engagement, which will allow the client to allocate tasks.
- Engaging to assess application portfolio using their cloud reengineering assistance, building cloud migration strategy and migrating applications to AWS cloud.
- Migrating 25+ applications in two months to AWS cloud with appropriate recommendations with reference to the assessment.
- Enabling automated deployment by using DevOps
- Assessing and migrating of solutions with different languages, technologies and tools–Python, PHP, C#, Typescript, SQL, MySQL, Redis Cache, RabbitMQ.

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## Business Benefits

- Helped in **Business Continuity with 99%** DevOps implementation
- **30% reduction** in migration timeframe due to automated assessment
- **25 Services Transitioned** and **150+ dependencies** were assessed
- **Easy and automated deployment process** reduces manual intervention and reduce complexity
- **Reduction in IT Infrastructure** dependencies leveraging cloud and pay as you go model

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## Why AWS

The client's Data center contract was about to end, and the enterprise decided to move to AWS cloud to reduced TCO, increased availability and performance. AWS offers various IaaS and PaaS services based on pay-as-you-go model and media solutions that provide secured and scalable landscape for streaming of digital media to global consumers.

## Why LTI

LTI has an extensive experience in providing cloud-based solutions for various customers in Media and Entertainment segment. LTI's unique accelerator "Cloud reengineering assistance" helped accelerate application assessments by 30%, and thereby, reduced overall timeframe for migrating application to the AWS cloud.

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