

AWS Storage Public Success Story Format

WILLAX

1. Client name

Willax Television

2. Project / solution title

WILLAX, connect with your audience and support your digital content in the AWS cloud with CANVIA

3. Description of the client's business and sector

Willax Televisión is a Peruvian broadcast television channel, owned by Corporación E Wong. It was first aired on the internet in 2010, and by the end of that year it was launched as a television channel. Its programming is focused on news, politics, miscellaneous and entertainment programs. Since its inception, Willax has invested more than USD \$ 10 million in recent years and has become the TV channel with the largest local audience and the favorite of Peruvians.

4. TECHNOLOGICAL UPGRADE: Customer challenge

Willax Tv, which distributes its content nationwide and has a presence in open signal, cable and Internet operators, is leading an ambitious digital transformation plan that will allow it to continue competing with traditional TV channels.

To do this, it has decided to continue its technological restructuring focused on improving the audience experience and its journey to become the leading audiovisual media company.

The communications company needed to store its audiovisual content in the cloud since doing so in its on-premise facilities was expensive, since in addition to magnetic media, it has to request custody of tapes from third parties, which generates additional costs for data storage. the process of provisioning new capabilities to support it was slow and not flexible for the customer.



With the help of AWS and CANVIA, experts in migration and storage in the cloud, Willax will be able to move the backup processes of audiovisual media to the cloud, in order to drive continuous innovation, reduce costs and obtain greater agility thanks to the AWS Data Sync solution and archiving to Amazon S3, allowing WILLAX to have granular and integrated backup.

Reinventing the experience

TO MEET THE CHALLENGE OF WILLAX, THE SOLUTION CALLED "FILESYSTEM LEVEL GRANULAR BACKUP FOR ALL YOUR AUDIOVISUAL MEDIA WITH AMAZON S3 STORAGE WAS CARRIED OUT"

In the first place, our team of specialists carried out a prior assessment to ensure that the backup processes that are carried out in an on premise environment with tape storage could be migrated to AWS without any inconvenience, with this it was possible to identify storage capacities and backup processes. backup business keys.

For the migration, AWS's own tools were used. The infrastructure used in the cloud was AWS Data Sync for the transfer of data from its on premise storage and Amazon S3 for the storage of audiovisual media, the client requested to maintain its archiving process with versions and rotations every six months, as Canvia offered this process through level backup control complementing Amazon S3 lifecycles for cost savings and AWS benefits.

- Unlimited scale
- 99.999999999% durability
- Data reliability
- Safety standards
- Lower storage costs in terabytes per month
- Minor access times

Architecture detail and web portal

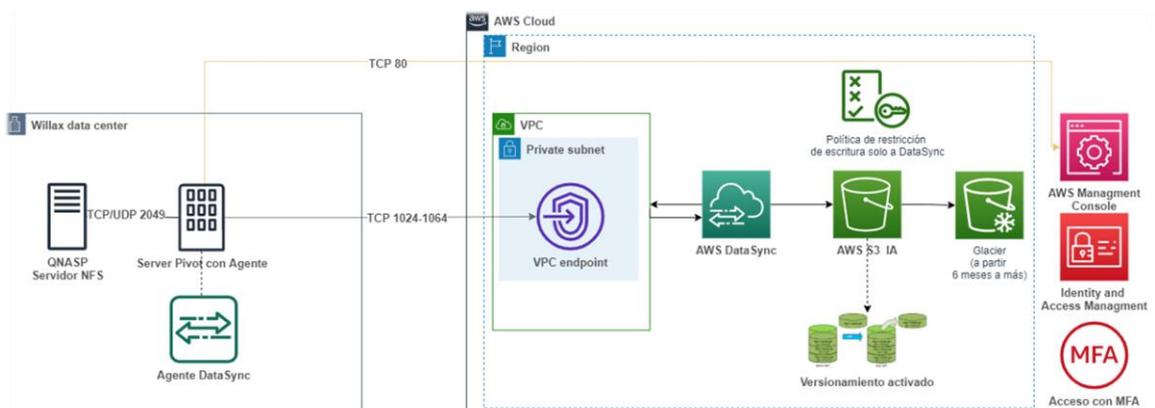
The solution has a web portal that allows Willax to view all the backups stored in Amazon S3 with the ease that the customer can restore any file based on their backup policies.

AWS DataSync Agent / Amazon S3 architecture

The architecture follows IAM-level policies for access control (Security), versioning enabled, and data archiving every six months.

AWS DataSync: AWS DataSync simplifies and speeds the transfer of data between on-premise storage and AWS. With AWS DataSync it is possible to automate both the management of data transfer processes and the infrastructure required for data transfer.

Amazon S3: Storage bucket, where customer backups are stored following a life cycle configured to suit the customer.



1. How the implementation was carried out

The implementation took place over the course of 2 months, in which an evaluation began to define and ensure the best route to address the migration of audiovisual media storage systems. The evaluation phase took place in a period of 2 weeks, in which the technological architecture of the AWS DataSync tool was defined, and then passed to the implementation phase with a duration of approximately 1 month.

In this phase, the installation and configuration of the on-premise solution was key, and following the best practices in the industry. Client connectivity was enabled, tests were carried out with AWS DataSync, and storage was also enabled with Amazon S3, used to save backups of audiovisual media. In these steps the automation of the installation and continuation of the solution in the Willax services was key.



Finally, during the Testing Phase, which was executed within a period of 30 days, with the testing of the complete flow of backups and media restore in conjunction with the confirmation of the backup policy (routes and retention time)

2. Benefits achieved

- Data Consolidation: CANVIA and AWS enabled WILLAX to consolidate its integrated data in the Amazon S3 cloud, allowing the company to optimize its costs savings \$ 21,300 USD in new physical storage and distribute its infrastructure with a world-class third-party provider.
- Data integrity and protection Data stored in AWS file storage solutions has very high availability, 99.999999999% resilience, and is strongly protected against degradation or corruption through retention periods of several decades. In addition, this data can be configured to be immutable, ensuring an additional layer of data protection by preventing the modification or deletion (accidental or malicious) of records when you have the relevant access credentials.
- Streamlined media storage management: Reduced the operational complexity of managing on-premises tape libraries or off-site secure storage services without having to change existing backup or archive workflows. **The time for request a restore was reduced to 1 day instead of 3 days because the need to request off-site tapes was eliminated.**
- Lower cost of cloud storage vs buy of a new storage (\$ 21,300 costs savings)
- Growing flexibility: Backups of audiovisual media with flexible growth capacity
- Agility: Audiovisual media are available on demand without the need to coordinate cumbersome and additional administrative processes.
- Support and guide: Customer now counts with commercial and technical guide led by Canvia specialists for any issue/concern.
- Customer can rely on a 30 minutes SLA to solve incidents and requests as needed. This meant a reduction from days/weeks to minutes towards customer practical solutions through a 24x7 agile support.



3. Why did you choose Canvia?

Willax chose CANVIA for its experience in migrating to the AWS cloud demonstrated by its certified multidisciplinary team, as well as the flexibility and agility in service delivery, which allowed us to maximize investment and support the growth of the Willax business. CANVIA and AWS archiving solutions make it easy for organizations to meet their remote data storage needs with unmatched resilience and durability, which are 100% aligned to the following Framework:

- Solvency in architecture.
- Proposed implementation time.
- Competitive costs with respect to the market.

"CANVIA and AWS archiving solutions make it easy for organizations to meet their remote data storage needs with unmatched resilience and durability in addition to storage cost improvements and the flexibility of the AWS cloud to support growth. the client's."