

CASE STUDY

"INLIVE WITH"

2023

CLIENT - Inlive With

INDUSTRY - Online Audio and Video Media

MISSION - Empowering creators to build their own content enterprises.

<https://inlive-group.com/>

<https://www.inlive-stream.com>



ABOUT INLIVE WITH

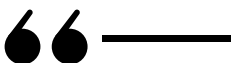
Inlive With is a live streaming platform tailored for live entertainment and optimized by professional artists for exceptional audio and video quality. It allows creators to bypass social media and traditional distributors to establish their own content enterprises.

Inlive With empowers artists to regain financial and creative independence by providing them with a secure and all-encompassing platform for ticketing and streaming with interactive features to enhance the artist's experience.

THE NEED FOR A LIVE STREAMING PIPELINE

In mid-2022, Inlive With was gearing up for a live concert scheduled for that following November. The company was looking to implement a live streaming pipeline on the AWS cloud that would not only allow it to successfully stream the concert to an online audience of approximately 2500 viewers, but also record the content and make it available for immediate purchase on the Inlive Stream platform.

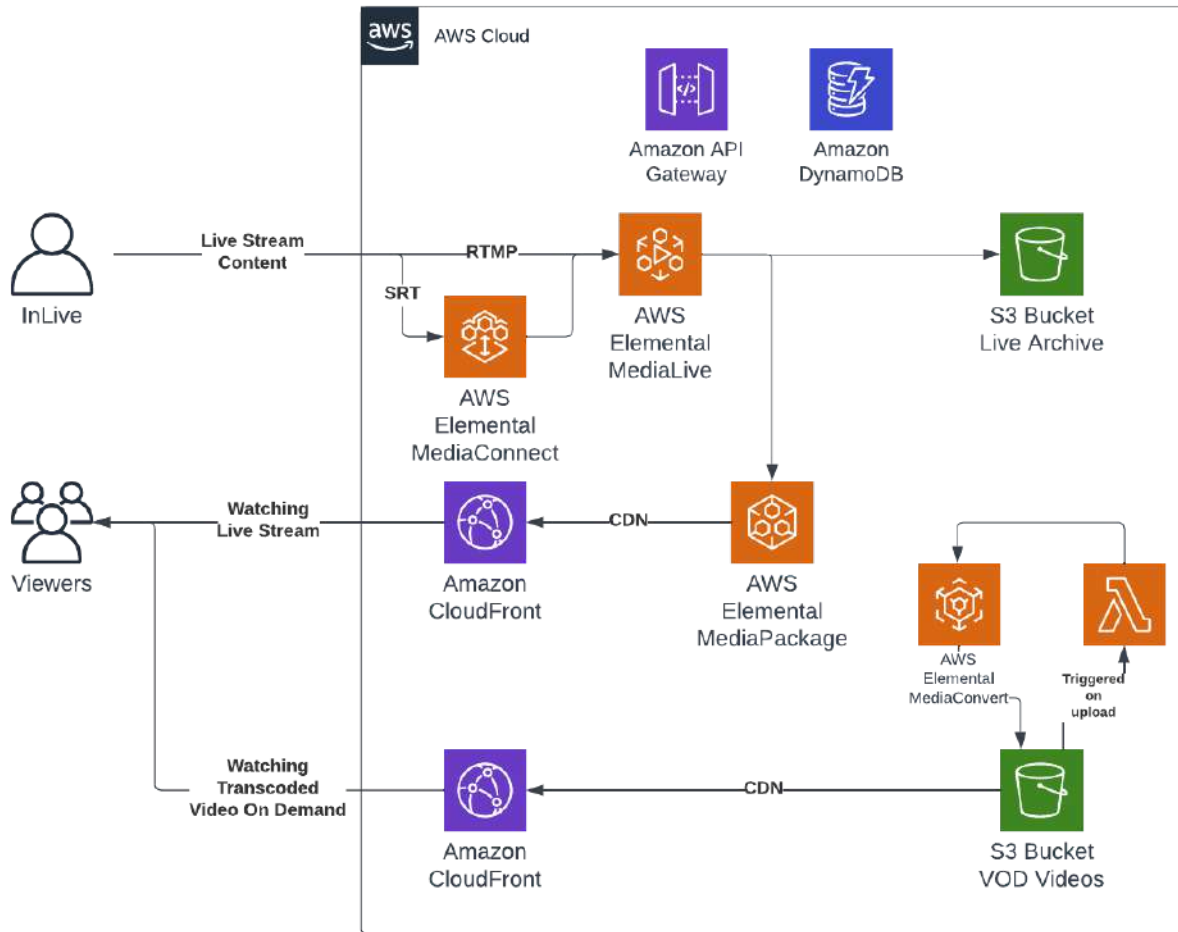
With a recommendation from AWS, the Inlive With team decided to partner with TrackIt to implement their live streaming pipeline.



"We were running up against a deadline for a live concert on our platform Inlive Stream. We wanted to ensure that we had all the infrastructure ready for a successful live stream event while also securing the content on AWS and making it available for purchase on our platform."

Carla Sanchez, COO, Inlive With

SOLUTION ARCHITECTURE



The live streaming solution implemented by TrackIt leverages the following AWS Services :

- **AWS Elemental MediaLive** - Encodes live video streams for broadcast and streaming to connected devices.
- **AWS Elemental MediaPackage** - Protects video for delivery over the internet.
- **AWS Elemental MediaConnect** - Securely transports live video with low latency and high reliability.
- **Amazon CloudFront** - Content Delivery Network (CDN).
- **Amazon Lambda** - Serverless computing service that runs code without provisioning or managing servers, and automatically scales to handle any workload.
- **Amazon S3** - Simple storage service used for VOD video storage and live archiving.
- **Amazon DynamoDB** - NoSQL database service that provides fast and predictable performance with seamless scalability.
- **Amazon API Gateway** - Fully managed service that helps create, publish, maintain, monitor, and secure APIs at any scale.

TRACKIT'S EXPERTISE

This case study highlights TrackIt's ability to provide industry-specific solutions and deep technical expertise in AWS. Carla Sanchez, COO at Inlive With was impressed with the TrackIt team's effectiveness and willingness to go above and beyond on the project.

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“It was an excellent experience with the TrackIt team. We had updates every week. It was always very clear and we always had a good understanding of what was accomplished.”

Carla Sanchez, COO, Inlive With

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Q. WOULD YOU RECOMMEND TRACKIT TO OTHER COMPANIES ? WHY ?

“Yes, the TrackIt team was very professional and excellent at understanding our needs. What really impressed me were the constant updates, the overall effectiveness of the TrackIt team, and the willingness to consistently over deliver to help us achieve the required outcomes.”

Carla Sanchez, COO, Inlive With

CHALLENGE(S) :

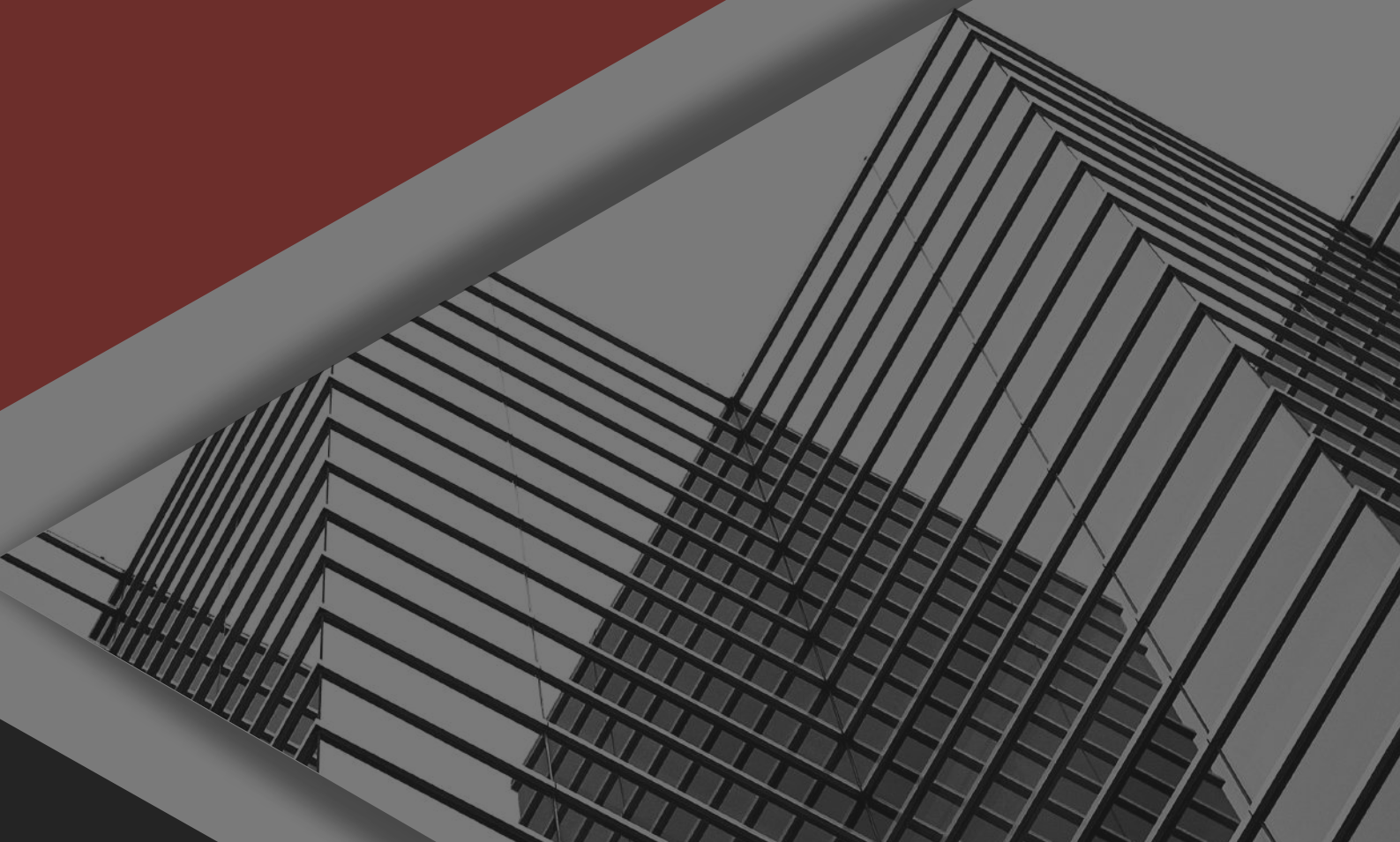
- The need for a live streaming pipeline that would allow the streaming of concert to an audience of approximately 2500 viewers.
- The need to be able to record and store live stream content to make it available for purchase online.

SOLUTIONS(S) :

- Live Streaming Pipeline built on AWS

OUTCOME(S) :

- Successful implementation of a live streaming pipeline on AWS.
- Ability to save recordings of live streams on the AWS cloud and make them immediately available for purchase on the inlive Stream platform.



TrackIt, an **Amazon Web Services Advanced Consulting Partner** based in Marina del Rey, CA, offers a range of cloud management, consulting, and software development solutions. Their expertise includes Modern Software Development, DevOps, Infrastructure-As-Code, Serverless, CI/CD, and Containerization, with a focus on **Media & Entertainment workflows**, High-Performance Computing environments, and data storage.

TrackIt excels in cutting-edge software design, particularly in the areas of containerization, serverless architectures, and pipeline development. The company's team of experts can help you design and deploy a custom solution tailored to your specific needs.

In addition to **cloud management and modern software development services**, TrackIt also provides an open-source AWS cost management tool to help users optimize their costs and resources on the platform. With its innovative approach and expertise, **TrackIt is the ideal partner for organizations seeking to maximize the potential of their cloud infrastructure.**



TrackIt