

# Navigating the Evolution: **AZURE MEDIA SERVICES SUNSET AND THE SHIFTING LANDSCAPE OF CLOUD-BASED MEDIA MANAGEMENT**




## INTRODUCTION

Azure Media Services, a robust platform within Microsoft Azure, provides comprehensive solutions for managing and delivering cloud-based media content. Supporting a variety of media types, such as video and audio files, live streams, and on-demand content, the platform includes tools for effective asset management. It encompasses video analysis, dynamic packaging, and encryption capabilities.

Microsoft's announcement of the retirement of Azure Media Services marks a strategic shift in the landscape of Microsoft's cloud offerings. As this service reaches sunset, users are advised to plan for a seamless transition to alternative solutions for their media management requirements.

## CHOOSING BITMOVIN FOR YOUR TRANSITION



Bitmovin is renowned for its cutting-edge video encoding and streaming capabilities, delivering dynamic and adaptive bitrate streaming while prioritizing high-quality content delivery. Its appeal lies in its flexibility, scalability, and support for contemporary video standards.

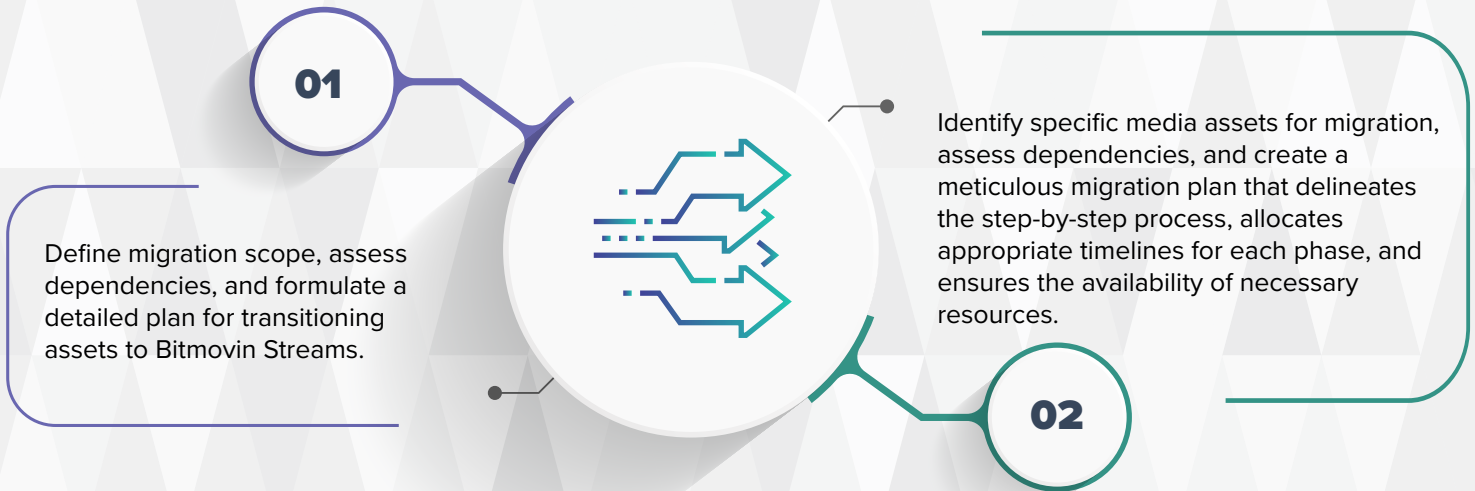


Bitmovin represents a versatile and comprehensive video framework, ensuring top-tier content delivery across various devices. With features like ad insertion, DRM, and analytics spanning different platforms and bolstered by the capabilities of Machine Learning and Artificial Intelligence, it ensures an advanced and adaptable video experience.

# HAPPIEST MINDS APPROACH FOR AZURE MEDIA SERVICES TO BITMOVIN MIGRATION

Happiest Minds comprehends that any migration is a complex and tedious process. Happiest Minds has devised a four-step approach to facilitate a seamless migration process. Additionally, Happiest Minds has designed and developed the “Media Migration Tool,” offering a user-friendly platform that streamlines the migration of assets from Azure Media Services to Bitmovin Streams.

## STEP 1: Strategic Planning for Smooth Transition



## STEP 2: Foundational Steps: Preparing for Seamless Transition to Bitmovin

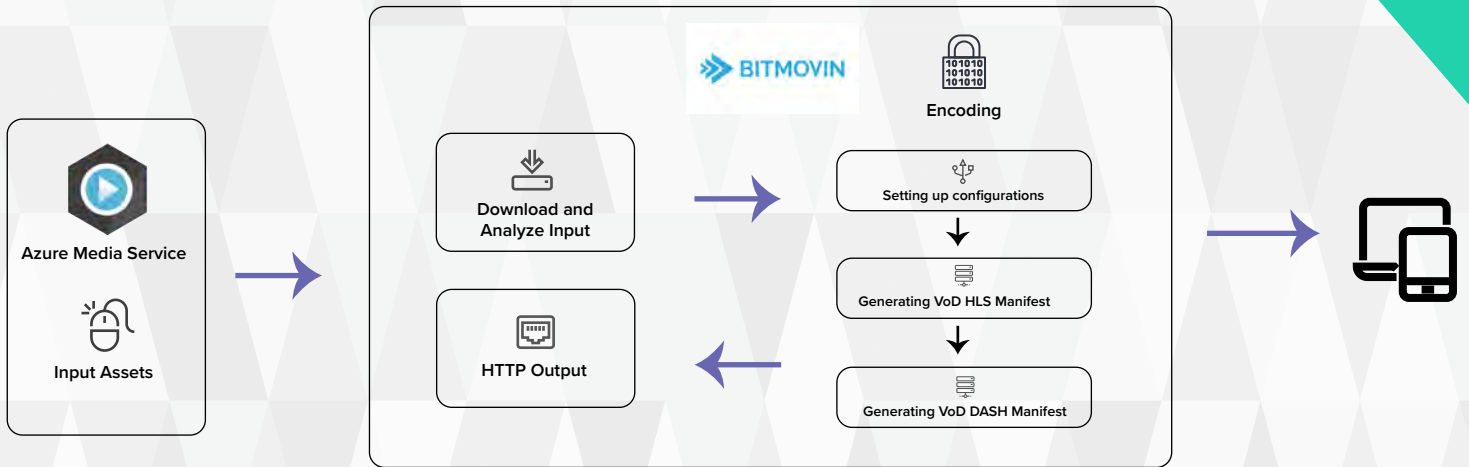
Before utilizing the migration tool designed for transitioning assets, the crucial data preparation and validation stage should be a priority.



## STEP 3: Execution of Migration Process

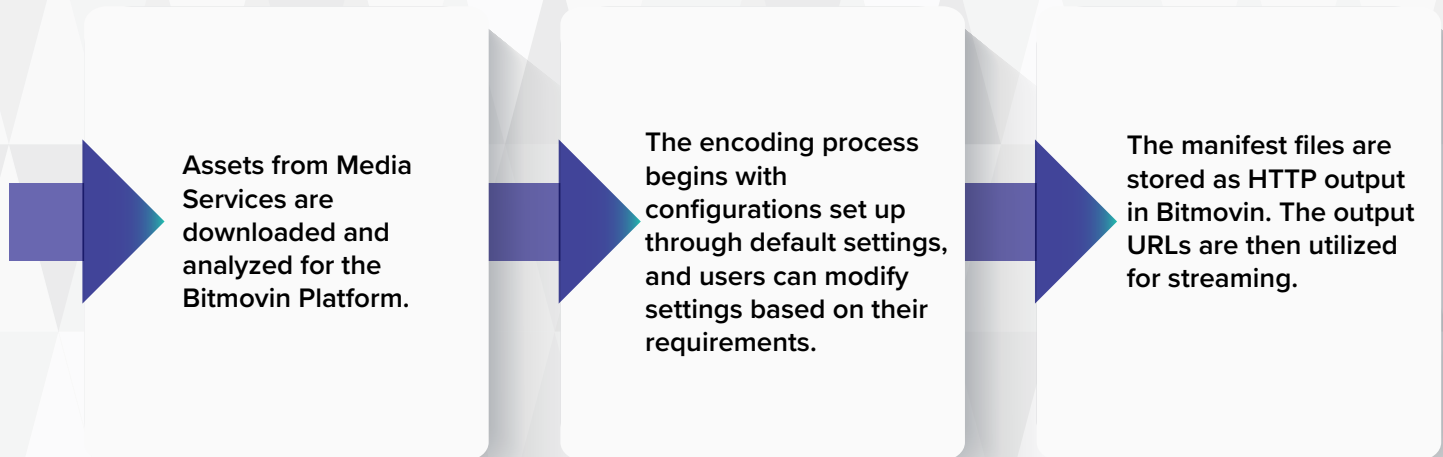
The Migration tool empowers users to effortlessly select and migrate single or multiple assets tailored to specific requirements. The entire process is significantly automated, eliminating the need for manual intervention during the migration journey.

The design blueprint of the migration tool is illustrated below:



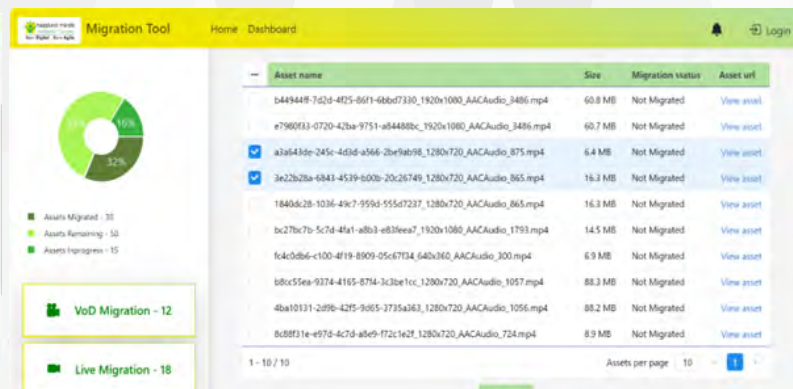
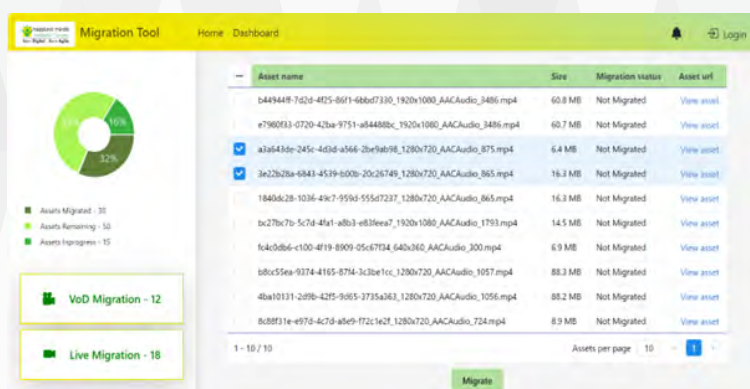
\*All logos are property of their respective owners.

The process starts once a user selects the assets they want to migrate and clicks on the Migrate button:



## SCREENSHOTS

The screenshots below display the dashboard indicating the status of the migration of assets from Media Services to Bitmovin.



# KEY ADVANTAGES OF UTILISING MIGRATION TOOL

**Streamlined Migration Process:**  
Effortlessly transfer assets from Azure Media Service to Bitmovin Streams with a user-friendly interface, reducing manual workload.

**Automation of Repetitive Tasks:**  
Reduce errors and ensure an efficient, error-free transfer by automating repetitive tasks in the migration process.

**Time Efficiency:**  
Experience up to 80% improvement in overall migration time with the optimized workflow of the migration tool.

**Selective Asset Migration:**  
Tailor the transition by selectively migrating assets based on specific needs.

**Minimal Disruption:**  
Ensure a smooth transition with minimal disruption to ongoing operations, allowing businesses to maintain continuity and focus on core activities.

**Real-Time Progress Tracking:**  
Monitor progress with a dashboard displaying migrated assets, pending assets, and those in progress, providing accurate completion time anticipation.

## SUMMARY

Happiest Minds distinguishes its asset migration approach through meticulous planning, ensuring a well-defined scope and detailed execution strategy. Prioritizing data preparation and validation provides seamless integration with the Bitmovin platform, minimizing potential post-migration issues. The efficiency of our specialized migration tool expedites the migration phase, significantly reducing the time required for each video transfer.

## AUTHOR BIO



Khushi Kumar is a full-stack developer who specializes in .NET technologies. She's proficient in React, Angular, C#, ASP.NET, and other .NET frameworks. Khushi is dedicated to exploring new possibilities in technology and staying updated with the latest advancements.

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry sectors automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia, and Middle East.

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