

# Tinkerlist Platform Redesign



## Executive Summary

Convinced by the benefits of AWS Cloud, Tinkerlist had already made the strategic decision to move their workload to AWS. However, because they had no prior experience using AWS, they sought a partner who could help them to redesign the old platform, and replace it with a pure cloud-native platform. Tinkerlist and Cloudar met each other at the Belgian broadcast provider VRT, where both parties already had projects running. A brief contact was made, that eventually led in a strategic new platform vision and strong collaboration between both parties.

## Customer Challenge

The old platform was a traditional IAAS platform, and had a lot of challenges. It took a lot of time to maintain, was difficult to scale, and quite expensive (scaled for peak load). Deployments were complex and cumbersome, and were often affecting development speed.

## Partner Solution

Cloudar designed a high-available, built-to-scale, consumption based (and thus cost-optimized) cloud-native platform. In the new platform, Cloudar opted for a maximum use of PaaS services, Serverless and Container technology. The deployment of the solution was fully written in IaC Cloudformation.

In the design, the following technical choices were made. For the backend, a multi-region RDS (relational database service) setup was chosen. The frontend would be served through containers on ECS/Fargate (Elastic Container Service). Load distribution over the different containers would be done through an ALB (Application Load Balancer). End-user content distribution would be done through the AWS CDN Cloudfront. S3 bucket storage, lambda media processing functions and SQS queues were used to tie the whole solution together. Full platform and application insights were foreseen through Cloudwatch log and metric integration.

## About Tinkerlist

The Tinkerlist logo, featuring the word 'TINKERLIST' in a bold, sans-serif font. The letters 'TINKER' are black, and 'LIST' is red. There are small black dots above the 'I' and 'L'.

TinkerList provides a cloud-based application that supports media production teams in creating Talk Shows, Game Shows, Live Shows, Online News, Esports, Visual Radio and Events.

The application supports a workflow through ideation, writing a script, rundown and handle media. In the technical environment of the studio, the online rundown integrates with prompters, graphic engines and play-out devices. The applications have an integration with graphic engines and play-out devices (like vMix). It handles media downloaded and enables automation of media cueing during recordings. It is revolutionary and state-of-the-art, and means a digital revolution in TV and Live Event production.

## Results and Benefits

The new platform vision bought a lot of benefits. First of all, they were lifted from the operational burden posed by a traditional IAAS environment, and could focus on their core interest, namely the development of their product.

Secondly, the new platform gave them the capabilities to transform their development and release process in a dramatic new way. This new process gave them the ability to release more often and with more confidence. Also from cost perspective there were gains, the Total Cost of Ownership(TCO) of the platform would now scale with the customer base and workload.

Being convinced by the capabilities of Clouadar, Tinkerlist chose to opt-in the next-Gen Clouadar Managed Services, so that Tinkerlist will be able to fully concentrate on their business, development and feature deployments. An example on how partnership brings value for all parties involved.

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**Clouadar was very helpful from the get-go, providing multiple alternatives for our use-case that leveraged AWS Services and scalability. Eventually we were able to finalize the definition infrastructure. They were always very knowledgeable and helpful with any concerns or questions we had during the whole process.**

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### About Clouadar

We are a team of highly skilled AWS Cloud Architects, offering rock solid solutions for any type of business. We design, build and operate high available and scalable cloud infrastructures based on [Amazon Web Services](#).

Not only are we an AWS Premier Consulting Partner with multiple AWS certifications, competencies & specialties, but we are also an AWS Solution Provider, AWS Managed Service Partner, AWS Well-Architected Partner, AWS Public Sector Partner and ISO/IEC 27001 certified for information security.

