GUMLET

co·learn optimized half a million video catalogues with Gumlet's per-title-encoding

Co-learn is Indonesia's fastest-growing Edtech company that empowers tuition centres and tutors to create online learning experiences for their students. Answering millions of questions every week with high-quality explanation videos with an upload rate of 5000 videos/day, CoLearn aims to raise the bar of expected math understanding for Indonesian students.

Challenge

- Unoptimised videos lead to high bandwidth usage and complaints of buffering from students.
- The system set up by their team, AWS elemental, was not ideal for performance, and it required efforts from at least 3 engineers to build and maintain.

Solution

- With 1 API call to upload and one webhook to store optimised video in their DB within four days, Gumlet helped them revamp the entire video pipeline to handle daily upload volumes of 5000 videos.
- Gumlet's per-title-encoding reduced average video size by 30% without affecting quality.
- Our custom integration helped them improve and stream half a million older videos without URL changes or tech maintenance.

co·learn

No. of employees:
480+

ROI:
↑ 50%
Bandwidth
Reduction

Products:
Gumlet's
Video
Optimization

Impact

- Colearn observed at least 50% cost savings for both transcoding and streaming.
- Engineers now could focus on core platform issues.
- Gumlet's signed URLs helped them launch their entire video catalog on the web within a week.
- In Nov 2021, Gumlet further improved the performance of HLS streams and re-optimized previous videos resulting in 18% better performance.

> "We switched to Gumlet for our video processing pipeline and instantly realised at least 50% cost savings for both transcoding and streaming. Thus combined with their fanatic support makes it super easy for us to process thousands of videos every day."

Swanand P.
CTO, co-learn

Reasons To Choose

GUMLET

1. Per-title-encoding for better performance
2. Easy integration and no maintenance
3. Better end-UX / VX

Book A Demo