Verse migrated the Josh video app from AWS to GCP in just 8 weeks

QuarkWiz migrated Verse's Josh App from AWS to GCP in 10 weeks, modernizing the platform to kubernetes, replacing AWS PaaS services with GCP equivalents. The migration included 10PB of S3 data & 200TB of databases, reducing latency n cost.

The challenge

Rising AWS costs, tight coupling with native services, limited infra control, rigid T-shirt-sized instances, and growing egress/storage bills impacted scalability. Regional downtimes hurt UX, while the monolithic architecture strained the AI engine's real-time ML needs.The overall system needed modernization to match the pace of user growth and innovation.

The solution

QuarkWiz led a full-scale migration from AWS, rearchitecting backend services, storage, and media pipelines for better performance and cost efficiency. Apps were containerized on GKE for auto-scaling and resilience. Cloud CDN, Armor, and a Vertex AI-ready setup enhanced security, speed & ML support. Moved RDS to CloudSQL, DynamoDB to Cassandra, Athena to Trino & ElastiCache to Redis.

The result

Global video content latency was reduced by 40%, resulting in improved playback speed and a better user experience.Significant drop in infrastructure costs, especially across bandwidth and storage. The ML envt saw faster model deployment and experimentation, enhancing content personalization. The new GKE setup enabled automatic scaling during viral traffic spikes, ensuring uninterrupted service.

> **"** QuarkWiz didn't just migrate us—they optimized every layer of our cloud stack for performance, cost, and user experience. Their team collaborated closely with our engineers to refactor and rewrite apps and connectors where needed. We're now agile, scalable, and truly cloud-native. It was an outstanding experience. **"**
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> CRO Sunil Mohapatra - Verse Innovation Pvt Ltd

About Verse Innovation Pvt Ltd

Josh, a short video platform by VerSe Innovation, boasts over 120 million monthly active users. It delivers an immersive experience through music, dance, and storytelling. Powered by AI and ML for content curation, recommendations, notifications, and moderation, Josh leads India's creator economy and short-form entertainment space.

Vertical/horizontal solution: Media & Entertainment

Primary project location: India

About Quark Media Tech Pvt Ltd

QuarkWiz designs tailored solutions to help organizations migrate, modernize, and build intelligent systems powered by Cloud, AI, and Automation.

Products

Google Cloud Platform