**TrackIt Achieves New AWS Media & Entertainment Competency Status**

**For immediate release**

Los Angeles, CA April 14, 2023 – TrackIt, an AWS Advanced Tier Services Partner and leading integrator of media and entertainment cloud workflow solutions, announced today that it is one of the first partners to achieve the AWS Media & Entertainment Competency status. This latest recognition confirms that TrackIt has demonstrated the technical proficiency and proven track record of customer success in delivering media solutions on Amazon Web Services.

The AWS Media & Entertainment Competency differentiates AWS Partners who have architected media solutions and demonstrated the ability to deploy these solutions repeatedly, at scale. The competency verifies that TrackIt's media and entertainment solutions follow AWS architectural and operational best practices and are being actively used by customers in production environments.

"Receiving the AWS Media & Entertainment Competency status is a significant achievement for our team, it underscores our commitment to building media workflows on the cloud that work." said Ludovic Francois, CEO of TrackIt. "The benefits of the cloud are undeniable, and media companies need real world solutions that bring value yet are practical and affordable. Whether it is VOD or OTT streaming, AI/ML applications for content analysis, virtual desktops for editing, or VFX and rendering, this recognition demonstrates our ability to deliver on those demands."

TrackIt is working with Amazon Web Services to provide media companies with comprehensive solutions for creating, processing, and distributing digital content. These solutions include advanced features such as real-time data analytics, automated workflows, and content security that can easily be integrated with existing media production pipelines. TrackIt also assists customers in optimizing their AWS infrastructure to realize significant cost savings with their deployments.

“TrackIt’s work with AWS to help develop our media AI/ML capabilities really accelerated our efforts to transform our media processes using cutting edge technology.” said Kris Shinn, VP of Engineering at Jukin Media. “Our collaboration with TrackIt has been a pleasure and their expertise complement our own.”

TrackIt can be found on the [AWS Partners](https://partners.amazonaws.com/partners/001E000001JVPLlIAP/TrackIt) portal and with solutions on the [AWS Marketplace](https://aws.amazon.com/marketplace/seller-profile?id=b9e05e1d-4e48-4814-b869-b911eb51e288)

**About TrackIt**

[TrackIt](https://trackit.io) is an Advanced Tier Services Partner specializing in cloud management, consulting, and software development solutions based in Marina del Rey, CA.

TrackIt specializes in Modern Software Development, DevOps, Infrastructure-As-Code, Serverless, CI/CD, and Containerization with specialized expertise in Media & Entertainment workflows, High-Performance Computing environments, and data storage.

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