

Zentrada: the european leader of online wholesales runs Cloudimage

The Company

Founded in Germany in 1949 as a newspaper publishing house at the "Zentralmarkt" (Central Market), Zentrada today is the continuation of a long and successful history in the online world at a European scale. Zentrada has been trading online via its eCommerce since 2002 and is now the leading European wholesaling platform. Each month more than 100 000 commercial members login to meet suppliers from all over Europe and to do business on Zentrada and it's TradeSafe-Service. Zentrada's image catalog requires image management tools that can easily scale, it serves over 5.6 millions of images each month.

The Challenge

« Before partnering with Cloudimage, We had our own image resizing server system which was more or less just a file system and we were downloading as well as storing pictures from links shared by our suppliers, This infrastructure stored a mix between the origin picture and semi-manual resizes. We spent quiet some time working on an in-house image resizing solution but we experienced many challenges. »
With a library of more than 5.000.000 images increasing by 50.000 per week, Zentrada needed a strong image processing service and an extremely reliable CDN service.

The Solution

Zentrada's development team implemented Cloudimage in less than one week and achieved a result initially expected in a 30 weeks project. Thanks to Cloudimage's partnership with leading CDN providers, about 5 million images are now delivered all around Europe each month at the speed of light and Cloudimage can scale seamlessly to support the fast growth of Zentrada. Zentrada engineering team no longer need to focus on their own image-processing infrastructure leaving them more resources to invest in shaping and enhancing their customer experience.



« When I found Cloudimage, I realised within minutes, that it was the solution for a simple and quick setup fully aligned with our process. »

Ingo Schloo
CEO of Zentrada network GmbH & Co

