

Zentrada: Europe's leading wholesale company relies on Cloudimage



Industry:

E-commerce

Size:

500 employees

Headquarters:

Würzburg, Bayern,
Germany



Ingo Schloo

CEO of Zentrada network
GmbH & Co

Case Study Highlights



50,000

Images optimized
per week



Lightning-fast

Delivery around
Europe

Zentrada, a leading European wholesale company, has more than 100,000 commercial members logging into its site each month to meet suppliers from all over Europe.

Serving over 5.6 million images each month, Zentrada's image catalogue requires image management tools that can easily scale, along with a highly reliable CDN service.

Moving from an in-house tool, Zentrada's development team:

- Implemented Cloudimage in **1 week**
- Achieved **results of a 30-week project**
- **Saved time & resources** on building in-house tool



When I found Cloudimage, I realized within minutes that it was THE solution for a quick and simple setup fully aligned with our process.



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The Challenge

"Before partnering Cloudimage, we had our own image resizing server system, which was more or less just a file system. We were downloading and storing pictures from links shared by our suppliers. This infrastructure stored a mix of original pictures and semi-manual resizes. We spent quite 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, growing at a rate of 50,000 images per week, Zentrada needed an efficient image processing solution and a highly reliable CDN service.

The Solution

Zentrada's development team implemented Cloudimage in **less than one week** and **achieved the result expected of a 30-week 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! Cloudimage can scale seamlessly to support Zentrada's fast growth. Zentrada's engineering team no longer needed to focus on building their own image-processing infrastructure. Instead, they can **invest more resources into shaping and enhancing their customer experience**.

Discover other success stories with Cloudimage [here!](#)

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 tradition. Zentrada has been trading online via its eCommerce platform since 2002 and is now the leading European wholesale company.

Each month, more than 100,000 commercial members log in to meet suppliers from all over Europe and do business on Zentrada and its TradeSafe service. Serving over 5.6 million images each month, Zentrada's image catalogue requires image management tools that can easily scale.