

# Kunert uploads visuals 30% faster thanks to Scaleflex DAM

## KUNERT

### Industry:

E-commerce

### Size:

200 employees

### Headquarters:

Immenstadt, Immenstadt  
i Allgäu



David Imad

Product Manager

## KPI's



30%

Faster image upload



10K

Images transformed yearly

Kunert is a **retail brand** founded in the year 1907 with a single mission: to make their customers feel at ease in, and love, their legs. They propose the highest quality stockings, socks, leggings, etc. to achieve this end. In the year 2013, the brand **reinvents** itself to Kunert Fashion GMBH, bringing onboard new investment.

Handling the restructuring of the company at this time, Kunert faced several complex challenges:

- The **quality** of the images was lacking
- They missed a **unified platform** from which to operate
- Distribution to marketplaces was **slow and costly**

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*I can present new images to my buyers without worrying about whether something should be changed - through the CDN-link, they automatically access the latest image. Amazing!*

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## The Challenge

Kunert makes **75% of its sales via marketplace retailers** as opposed to 30% on their own website. This means that product visuals must regularly be rolled out to the different marketplaces, and updated according to the brand's catalog. During the company restructuring in the year 2013, a lot of crucial questions were brought up - **is the technology we have today still appropriate?** Do we achieve what we want to achieve? Kunert took a look at their biggest pain points:

- Adapting to **image prerequisites** from sellers
- Accessing all visuals from a **single unified platform**
- Harnessing **new technological solutions** available in the market

## The Solution

After a period of prospecting for the most adequate solution, Scaleflex DAM eventually won over the heart of Kunert. During such a critical period as a restructuring, **migration of the assets was done smoothly and quickly** - in as little as 3 weeks all assets had been migrated to their new Scaleflex DAM.

Within only 9 weeks of work, all assets and functionalities had been rolled out and Kunert was in a position to start enjoying the new advantages proposed by Scaleflex.

Thanks to its partnership with Scaleflex, Kunert was able to:

- Transform over **10K images yearly**.
- Upload visuals **30% faster** to their website and that of marketplaces.
- **Modify visuals on-the-fly** to adapt to the requisites of different sellers.
- Automatically tag and catalog their visuals thanks to **Visual AI capabilities**.
- Keep track of **versions and archives** all within the same platform.
- Automatically **update links to latest versions** in all published pages.