

Rakuten optimises image management and diffusion thanks to Scaleflex



Industry:

Retail & e-commerce

Size:

10K employees

Offices:

Setagaya-ku, Tokyo



Thibaut Simond

Responsible Infrastructure

KPI's



22TO
of assets to migrate



+150M
of assets managed

Rakuten is the **leading online platform for buying and selling new and used products**, whether supplied by merchants or private individuals.

They were working with an outdated platform that was unable to handle the volumes of assets stored, managed and distributed by the Rakuten marketplace. Thanks to our partner Fasterize, the Scaleflex and Rakuten teams were brought together to find a solution to their multimedia asset management problems.

- Their image storage and management tool was **obsolete**
- They needed **advanced broadcasting capabilities**
- Scaleflex **media categorization capabilities** were a real asset for them

“*The teams are quick to respond to our queries and fix any bugs we raise. The tool is easy to use and the APIs well documented.*”



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The Challenge

Rakuten was operating with an aging platform that had reached its limits in terms of scalability. These limits were proving insufficient for the huge volume of assets managed by the company.

Rakuten's objectives were:

- Manage, store and distribute up to **several million assets**
- Have access to **advanced distribution and categorization functionalities**
- Rely on an **API capable of handling peak loads**

The Solution

The Scaleflex team set up a **customized API** for Rakuten. This API helped them migrate a huge volume of assets.

This solution was implemented very quickly, thanks to **CDN calls** that enabled the migration to take place via **natural traffic**.

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

- Store, manage and distribute over **150 million assets**
- Migrate **22 TB** of images
- Distribute more **quickly and easily**
- **Categorize** their images