KARTROCKET, MANAGING HIGH QUALITY E-COMMERCE SITES

Return on Investment

Load Time
100x

KartRocket is a SaaS based e-commerce platform that offers a transparent and complete e-commerce ecosystem that helps SMBs to create their online store in a few steps.

KartRocket offers responsive design templates, marketplace integration, over 15 payment gateway integrations, fully automated shipping and fulfillment, and more than 150 features and apps to support an e-commerce website. Currently, they have more than 2,000 e-commerce stores and 2 million images on their platform.
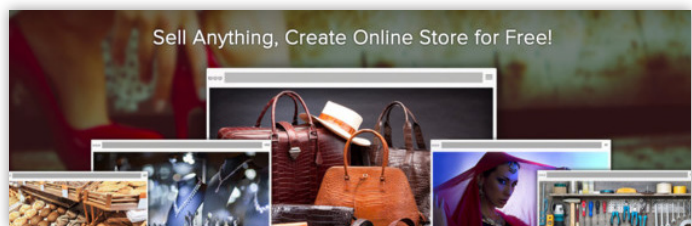
Unique Challenge

KartRocket had initially started with storing original and cached (derived) images on their server directly. Very soon they realized that disk space is not scalable across web servers and presents a severe problem at scale. The team then decided to host their images on Amazon S3. While the new solution worked, it created a new problem - one of derived images.

For the PHP application to generate 4 or 5 resized versions of an image, it would first need to download the original image to disk, make the resized images, send them back to S3 and then delete the locally created images. Sounds pretty straight forward? At scale, this didn't work well at all. KartRocket immediately realized they needed a more robust solution - and found Cloudinary.
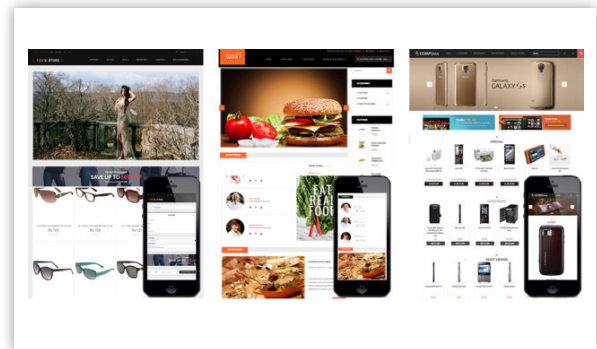
Not only did Cloudinary help solve the problem of image resizing at scale, it added many benefits as well:

1. Delivered by Akamai, the only CDN in India with around 90 point-of-presence (POP) locations. The nearest competitor is AWS Cloudfront, with only two. You can only imagine the benefit this has had on page load times and end-user experience.

2. The quality of the images being rendered can now be dynamically controlled, passing a simple parameter "q_x" into the URL, and modifying the rendering quality for small thumbnails, large banner images and main product images. This dynamism has led to crisper and better quality images.

As Saahil Goel, KartRocket's Co-Founder said: "Being a SaaS platform ourselves, we were initially very hesitant to 'outsource' a key piece of our product - but very quickly realized the obvious benefits. Cloudinary offers superior support and service, Akamai as a CDN and is clearly the most well established in the market."

KartRocket currently host over 2 million images with Cloudinary and "couldn't be happier".

Benefits of Cloudinary For KartRocket Clients

Keeping in mind the need and importance of high quality images with faster load time, KartRocket's clients enjoy Cloudinary's superior benefits and capabilities, like dynamic image resizing services for free. With Cloudinary, KartRocket's customers experienced a 100x increase in response time for their image loading times.

We are happy to have KartRocket as our clients, and even happier that we managed to simplify and improve their user experience so dramatically.

HOW CAN YOU WIN WITH CLOUDINARY

As the leading cloud-based image and video management solution on the market today, Cloudinary is the natural choice for any company wanting to upload, store, manipulate, optimize and deliver images and videos efficiently and effectively.

IMAGE UPLOAD

Upload any file to the cloud
Upload any image type (JPG, PNG, Animated GIF, PSD, WebP, JPEG-XR, SVG and others). Upload videos, PDF and Office documents, and any other file type.

Upload from any source
Use Cloudinary's image API to upload files from your back-end application.Support uploading directly from your visitors' browsers, iOS or Android mobile apps without any server-side component. Alternatively, fetch images in realtime using URLs from around the web.

Upload at any scale
Upload anywhere from a few images to millions of images a day. Cloudinary takes care of your upload scale with zero hassle and no headaches.

Upload files any way you want it
Cloudinary offers secure upload API, interactive manual uploads and customizable upload widgets you can embed in your website or mobile app.

CLOUD STORAGE

Your files are stored safely in the cloud
With Cloudinary your images are stored in a highly available, redundant, cloud-based persistent storage, with revision tracking and automatic backup.

Store as many files as you need
Cloudinary allows you to store anywhere from a few files to millions of files, from a few bytes to many Terabytes and more.

Store the files wherever you need it
Leverage Cloudinary's internal storage mechanisms or your own AWS S3 bucket for storage. Alternatively, you can keep utilizing your existing storage solution and have your files manipulated on-the-fly from their original location.

POWERFUL ADMINISTRATION

Web-based management console
Gain important insights on your images with usage reports, in-depth analytics and actionable advice. Setup and tweak every aspect of your image pipeline's behavior. Assign role-based access to all your team members.

Online media management
Use Cloudinary's online web interface to interactively manage your media library wherever you are. Sift through your images with powerful browsing and advanced searching. Moderate your images manually or automatically. Tag your images or organize them in folders and much more.

Administrative API
Use RESTful APIs to simplify and speed-up your move to the cloud. Automate all your image management and house-keeping. Cloudinary's SDKs offer streamlined integration for your specific development framework.

IMAGE MANIPULATIONS AND TRANSFORMATIONS
On-the-fly image transformations with a URL-based API. Upload a full-sized image once and let Cloudinary generate different sized image versions from the original, on-the-fly or in advance. Manipulate your images dynamically to perfectly fit your graphic design across every device and resolution.

Images are processed ultra fast in the cloud, with no local software installation or ongoing maintenance required.