

PureRed Moves Thousands of Images Daily for an Online Store

PureRED®

// *You know
software works
when you forget
about it."*

– Marc Konik,
Vice President,
Information
Technology,
PureRED

The marketing and technology services company exceeded a challenge put forth by a leading retailer by using Data Expedition, Inc.'s ExpeDat™ accelerated data transport software to share digital images with their creative vendor in Mumbai, India.

Overview

PureRED has been around for more than 50 years creating marketing and technology solutions for some of the largest and most recognizable household brands in the world, including several Fortune 50 clients. The firm's expertise is squarely on transforming data and content – including high-quality images and video – into powerful messages and results. This involves not only creativity to produce digital content at scale with speed and precision, but also cutting-edge technology.

Headquartered in Atlanta, GA with a dozen offices and studios across the country, and on-location crews deployed worldwide, PureRED helps their clients achieve more than 100 million content impressions per month – and that drives their retail customers to buy.

Challenges

One of PureRED's largest clients, a leading fashion and home goods department store chain, wanted to streamline the process of showcasing the rapidly changing products for purchase on their website. It was critical that the agency be able to produce thousands of product images daily and draft descriptive product copy to keep pace with new inventory, and to do so cost-effectively.

With nationwide brick and mortar stores and more than 100 years of loyal customers setting a high bar for expectations, the online store had a big responsibility reinforcing the chain's brand.

Solution

Marc Konik, Vice President, Information Technology at PureRED, worked with his team to come up with a solution: a studio inline with the client's main distribution center. But in order to process the vast number of images at the desired quality, they needed to outsource the image manipulation work to a

➔ KEY TAKEAWAYS

- ExpeDat is simple to setup and manage with global teams working across APAC and North America.
- DEI accelerates transfers up to 300X faster than PureRED's previous tools in use.
- ExpeDat reduced transfer times from hours to minutes versus tools such as Dropbox, Box, FTP, and HTTP.

trusted vendor in Mumbai. Ensuring fast, reliable file transfers from their studio to India and back was critical to PureRED's strategy. After evaluating several products and even trying to write their own solution, PureRED selected ExpeDat™ from Data Expedition, Inc.® (DEI®) as their accelerated data transport software of choice.

According to Marc, using ExpeDat is easy. Up to 30 users at PureRED, working for this and other clients, just drop the images into a folder, the vendor receives them in Mumbai and performs the finish work, then they put the images back onto any of three ExpeDat servers. Feedback from the firm is that ExpeDat is much faster than traditional methods, such as FTP, HTTP, DropBox and Box, all methods they tried before.

With compressed TIFF or JPEG files ranging from 2MB to 20MB each, ExpeDat, based on DEI's proprietary Multipurpose Transaction Protocol® (MTP™/IP), accelerates transfers up to 300X faster than what the PureRED team experienced previously. From Atlanta to Mumbai, the time needed is reduced from hours to minutes, which contributes to the cost savings.

"We pump close to 80,000 images through ExpeDat every six months for this client," Marc said. "ExpeDat works well for us without any qualms."

Marc likes the fact it is simple to set up the client-server architecture, which is particularly valuable when working with their creative vendor who is more than 8,000 miles away in India where resources are scarce.

Result

For this national retail chain, ExpeDat's data acceleration software was instrumental in helping PureRED to double their client's expected goal. As a result, PureRED expanded the size of their studio to manage the anticipated growth of their client's online sales.

"We move tons of data, and we're very happy with ExpeDat's performance," Marc added.

About Data Expedition, Inc.

Data Expedition, Inc.® (DEI®) is the creator of the world's only data transport software that instantly adapts to fully utilize any network path, maximizing the throughput of existing network infrastructure. Since 2000, DEI has provided data transport solutions to the world's largest companies across nearly every continent and industry. The company's patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high-network efficiency across all IP networks. Companies using DEI's solutions can automatically transport data as fast as the underlying infrastructure will allow without human intervention at a fraction of the cost of other solutions. For more information or to download a FREE trial of ExpeDat for the cloud, please visit www.DataExpedition.com.

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Additional Contacts:

info@DataExpedition.com
www.DataExpedition.com
+1 617-500-0002