Cloudinary

Cloudinary Helps PetRescue Stay Focused on Helping Pets Find Their Forever Homes

Eliminated manual tasks and delays related to loading images

Uniform changes to 25 million image library now made with one click

Freed-up web development resources now more directly focused on charity's animal welfare mission

PetRescue

INDUSTRY
Nonprofit

SIZE
Small

HEADQUARTERS
Perth, Australia

The most visited animal welfare platform in Australia, **PetRescue**, was set up to match thousands of vulnerable animals with new "forever homes" and has been creating true social change in pet adoption since its founding in 2004. To date, the nonprofit has hosted more than 800,000 listings, helped no less than 661,000 pets find new homes and raised over AUS$10m in food and product donations. Nearly six million pet lovers and potential adopters have visited their site, PetRescue.com.au.

Key to its success is the easy way members can upload pictures of potential new animal companions to share with the community. Since a complete rewrite of the site seven years ago, Cloudinary's powerful image and video management solutions have been at the center of that functionality — delighting users and making it easier to find new household pets.

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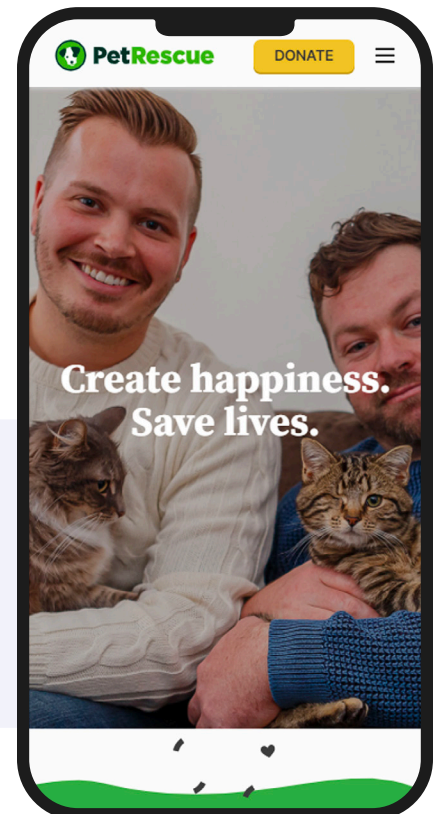>
> **— John Bishop**, Co-founder and joint CEO

ABOUT
PetRescue

Before PetRescue there was no easy way for families to find new pets lost in the often unfriendly Australian local animal welfare system. PetRescue's three original founders, including its Co-founder and Joint CEO John Bishop ("JB"), decided to improve the situation by offering a unified, online, and central platform to replace the neighbourhood flyer. At the same time, the team sought to end the stigma around the 'rescue pet', which had been inhibiting these animals from being adopted.

THE CHALLENGE
Improve Back-End Handling of Millions of Vital User Assets — Their Great Pet Pictures

Offering free programs and services to help millions of Australians discover the joy of adopting a new family member, as well as help more than a thousand Antipodean rescue organizations, shelters and pounds save the lives of thousands of pets is not a simple job, JB states. PetRescue helps two distinct kinds of users: its partner organizations, which want to showcase pets for adoption, and the public browsing for potential new family members.

The magnitude of PetRescue's challenge means that robust and scalable technology has always been at the centre of the group's work. So far in 2020 alone, more than 300,000 enquiries from potential adopters have hit the website; major traffic growth was significantly impacted by the COVID crisis. Even before this, however, staying current with web functionality and image management has been challenging, as JB explains:

"Over 16 years the website's been through a number of iterations and was completely torn down and rebuilt in 2011 to '12," he states. "But even after all those enhancements, the process of uploading images was difficult for the end user. "

JB explains that when a user created a listing, their animal photos had to be uploaded to a front-end server then to an Amazon AWS S3 bucket, queued, manipulated then sent back to S3 and the image updated. "There were also break points, plus we had to set a 15-minute time delay to allow for all the back-end processes to complete. When we had 10,000 images in the queue waiting, though, that could easily turn into more like half an hour, and we also couldn't offer users any cropping or resizing functionality."

As JB elaborates, "When it came to resizing images, we had to manually code to process millions of images as background jobs, which just added to the complexity. Pre-cloud, storage was also a huge problem... so all-in-all, a pretty 'agricultural' approach to image handling!"

Luckily, via the Amazon Web community, JB and his team came across a better way forward: Cloudinary.

THE CLOUDINARY SOLUTION

From Complexity to Something That... 'Just Works'

JB and his team put Cloudinary through its paces by running a test program using a few images. Quickly convinced, the team then migrated its entire image database. It has now moved all its images over using Cloudinary's upload widget.

"I don't need to tell you guys how good the system is," JB enthuses.

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Another welcome advantage of working with Cloudinary is the ability to optimise for mobile — an increasingly important way that users connect to the site. For JB, this automation aligns with PetRescue's philosophy of using best-of-breed tools that free up staff to concentrate on the main mission: helping Australia's domestic animals not end up prematurely and needlessly euthanized.

THE RESULTS

Easing PetRescue's Ability to Appeal Through Rich Media

> "The organization hosts a staggering 25 million images and videos in its library, with 80,000 new listings per year, each with 1 to 30 associated images. JB explains that, above all, it's these pet images that persuade 50,000 web visitors per day to help prevent tragic outcomes."
>
> — **John Bishop**, Co-founder and joint CEO

JB also likes working with Cloudinary because it is continually innovating: "Recently, Cloudinary gave us a way to better work with the JPEG 2000 format, which I had never even heard of. This is an important format for Apple Safari users, which represents about 45% of our base. That's just another example of how Cloudinary is constantly making life easier for us and our users without us asking, as well as saving us a bunch of money."

Summing up the benefits of working with a responsive partner like Cloudinary, JB concluded:

"Now, we don't need to spend any time on writing a top-flight image handling system," he points out. "You've already done it for us."

About Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With more than 40 billion assets under management and 6,500 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Grubhub, Hinge, Lyft, NBC, Mediavine, Peloton, Petco and Under Armour are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions.

For more information, visit **www.cloudinary.com** or follow on **Twitter**