

Top Salesforce Image Toolkit SharinPix is Picture Perfect with Cloudinary

Top Salesforce image management tool
adopts Cloudinary as critical media layer

130M images managed with ease at scale

Seamlessly allows 500 customers to upload

5M images a month

More than **\$1M** in developer resources saved

Cloudinary at heart of new innovative features like facial
detection and blueprint plan rendering

With a five-star rating, **SharinPix** is one of the most popular third-party apps on the Salesforce business AppExchange marketplace today. Established in 2015 by renowned Salesforce experts in France, Independent Software Vendor (ISV) SharinPix set out to solve a big problem: make it possible for users to take pictures critical to their work and integrate them straight into Salesforce. This is particularly useful for people working in 'field' jobs like construction, service, and engineering. It allows, for example, a worker tracking in-store sales to add in-store images to their reports.

All this is enabled by Cloudinary's Programmable Media product which SharinPix implemented as its media layer. Today SharinPix relies on Cloudinary to manage no less than 130 million images for 500+ delighted Salesforce customers, whose users plug them right into their workflows.



SharinPix

INDUSTRY

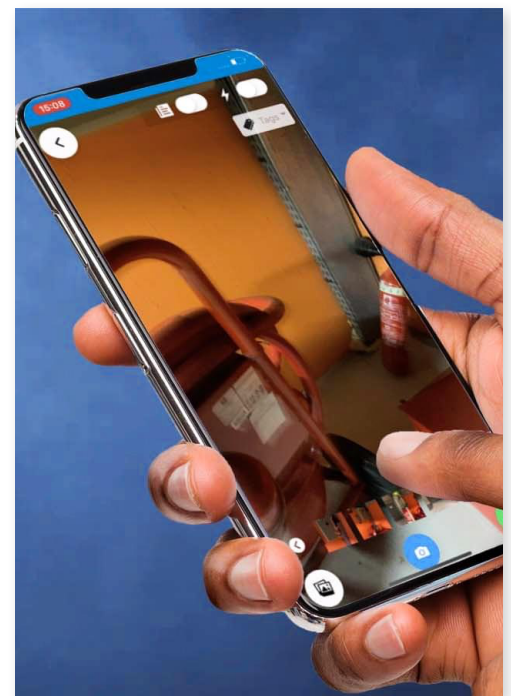
Software

SIZE

15 employees

HEADQUARTERS

Louveciennes, France



ABOUT

Extending Salesforce with on-the-spot business pictures

Though Salesforce is revered as “The World’s #1 CRM” it was originally conceived for office-based, rather than a mobile workforce. That’s why before SharinPix launched its app, it wasn’t possible for Salesforce users working in the field to upload illustrative, contextual photography from locations like building sites, shops, hospitals, and event venues.

SharinPix solves this by allowing Salesforce users to embed smartphone snaps right into their business process. Cloudinary is key to the software’s functionality, supporting a wide range of image formats from JPEG and TIFF to newer ones like SVG, ProRAW and WebP. Cloudinary also automates many aspects of image management including content recognition, image resizing for different mobile devices, and syncing with Salesforce.

THE CHALLENGE

Partnering with Cloudinary

SharinPix’s story began in 2015, when Founder and CEO Jean-Michel Mougeolle was working as the CIO of a major French home builder. As he recounts, “Our people in the field told us they wanted to take pictures of construction site progress and show them to their customers through Salesforce.”

As such functionality was not available on the platform, Mougeolle investigated the image management market—and soon found the perfect solution for his needs: Cloudinary. It became clear to him and his small team that the application they had conceived could be very useful for many other industries besides construction. They soon evolved the concept into a cross-industry Salesforce imaging extension.

As Mougeolle said, “We had such a good experience with Cloudinary that we decided to keep going with it and broaden our scope. Today we have 20-plus components for many different Salesforce use cases. That meant that from the start we never had to deal with image complexity at all, and we could focus from day one on business delivery instead.”



“Working with images is super-complicated; understanding what people want to do from the business point of view can also be a nightmare. But using Cloudinary means we basically have a ‘Swiss Army Knife’ that permits us to do all the things we need to deliver with images, while we deliver the business intelligence to everything else needed to fit all that into Salesforce.”

—Jean-Michel Mougeolle, CEO and Co-Founder, SharinPix

THE CLOUDINARY SOLUTION

Salesforce image support—at truly industrial-scale

Mougeolle's colleague Luc Boissaye, CTO explains why Cloudinary has remained the perfect partner for the company ever since its inception. "Like Jean-Michel, I'd also used Cloudinary before so I was very happy to make it the basis of our stack. I knew it was easy to use and I wouldn't have to worry about it."

Also important for long-term collaboration was scalability as SharinPix began acquiring more and more customers. While obviously desirable, this also means that in busy times, demand could spike at crucial project times. There have been times when customers have uploaded multiple tens of millions of images in a weekend and need to have them immediately available. Fortunately Cloudinary has always been able to support high traffic volumes, even at SharinPix's peak of 20 million images at once.



"The trend is that all asset sizes are growing; the numbers of customers and assets we are getting per week, per day or per month also grows too. We know that we can support a solar panel installer with 4000 people making two-three visits a day, using drones that take up to 300 pictures per visit that must be uploaded to Salesforce. And Cloudinary is at the heart of making that happen."

—Luc Boissaye, CTO, SharinPix

Another key benefit of staying with Cloudinary for the long-term has been the company's integration with other cloud technologies including cloud-based platform Heroku that offers Platform as a Service (PaaS).

Finally, Cloudinary's openness to work with the SharinPix project team to extend the solution to handle custom needs for all the different customer needs that crop up has also been highly valued over the years: "Every week a customer comes up with something new for us to help with, like facial detection. And 99% of the time, Cloudinary is the start of the solution, and nearly every time, it's the basis for what we eventually offer them," continued Mougeolle.

THE RESULTS

'With Cloudinary, we can guarantee it will work'

Now a key part of the Salesforce value chain, SharinPix is booming. Its 500 corporate customers use SharinPix to upload more than five million images per month, and the library manages more than 130 million original images.

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“I would say that Cloudinary is the image engine that lets us create our company. It's that simple. I'd also estimate that by always just using Cloudinary for images, I'd have had to hire 10 more developers, which is a cost I've been able to avoid.”

—Jean-Michel Mougeolle, CEO and Co-Founder, SharinPix

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“By using Cloudinary, we have an editing engine that can rotate images, crop them, flip them, let people draw on them—all those transformations are now chained together, and via a user interface that lets users generate all the transformation they want. We store that on our site, and are then able to generate a URL that can handle all that plus let them resize it all to fit into a PDF. This is one of the coolest things we can do with Cloudinary, because we can guarantee it will work, it's simple to maintain, and we add as many layers on top as we need.”

—Luc Boissaye, CTO, SharinPix

What are the next steps for Cloudinary at SharinPix? For Mougeolle, the answer's simple: any time something new comes along in Cloudinary, he knows he can monetize it: “We really know the Salesforce ecosystem, and we know how to integrate with it and so if there is a new feature coming to Cloudinary, we immediately ask ourselves, Could that make sense in a Salesforce use case in Salesforce? A if yes, we don't have to think more about it, and just do it!”

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 60 billion assets under management and nearly 10,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. For more information, visit www.cloudinary.com