High-Performance Experience for High Performing Athletes

> "We've been able to easily add various cutting-edge features and functionalities over time, right out of the box. As a product manager in an engineering organization, anytime we can implement something new and not have to go back and re-engineer things, that's a compelling value."
>
> –Jim Hanifen, *Director of Product Management at Under Armour*

Company

Under Armour is a global leader in performance footwear, apparel, and equipment, made for athletes. An extension of its brand is the Under Armour Connected Fitness™ platform, which powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and, MyFitnessPal. Under Armour leverages Cloudinary to speed app development and scale rapidly, while improving image-rich fitness app user experience.

Results

Delightful **user experience**

Improved **development productivity**

Ability to **scale rapidly**
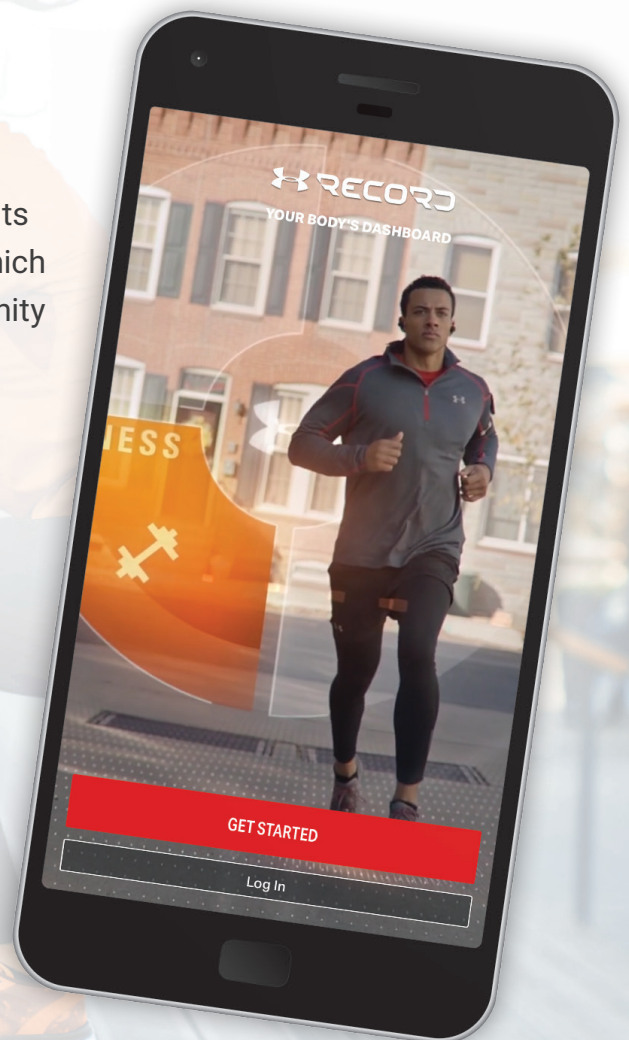
The Challenge: Delivering an Optimal User Experience and Scaling to Meet Demand

UA Record is Under Armour's definitive health and fitness network. UA Record serves as a dashboard providing a single view of data from various fitness tracking devices and apps. UA Record enables users to sync a wide array of data, including motion and GPS activity tracking from mobile sensors and third-party devices, and provides analysis from individual workouts and a total snapshot of users' progress, including steps, sleep, caloric burn, heart rate, and weight. The app also enables users to share content, such as videos, photos and workout stories and provides access to original content on nutrition, training methodologies, injury prevention and more directly from leading health and fitness experts.

When Under Armour was starting to create UA Record, developers began looking for a solution that would enable it to manage a large number of images and videos, simplify transformations and deliver an optimal experience to users. The company's various fitness apps – which encourage professional athletes and weekend warriors to share images and other details of their workouts – have more than 150 million registered users.

Developers researched various solutions that could meet their needs and concluded Cloudinary was a perfect fit. "We saw that Cloudinary could not only host our growing collection of images and transform them for fast delivery, it also would allow us to back up images in our own AWS S3 bucket and provided strong documentation and SDKs to help us deploy it," Hanifen noted.

"This was important to us because we needed a solution that was capable of speeding up our development cycles and was cost-competitive."

> "We saw that Cloudinary could not only host our growing collection of images and transform them for fast delivery, it also would allow us to back up images in our own AWS S3 bucket and provided strong documentation and SDKs to help us deploy it."
>
> —Jim Hanifen, *Director of Product Management at Under Armour*

The Cloudinary Solution: Supporting Scale and Delivering Quality Images Quickly

Once the decision to implement Cloudinary was made, Under Armour was able to quickly take the solution into production and began moving much of its content for UA Record and MapMyFitness to Cloudinary.

Cloudinary hosts images for users of those two apps, as well as their status posts, which can include photos and videos as attachments, with millions of assets in Cloudinary, and growing by 10% per month. "Beyond the short time we spent to initially set up Cloudinary, there has been very little work needed to support our scale and growth," Hanifen said. "We've been able to easily add various cutting-edge features and functionalities over time, right out of the box. As a product manager in an engineering organization, any time we can implement something new and not have to go back and re-engineer things, that's a compelling value."

The features Under Armour utilizes most are related to image optimization. "When we can optimize a photo that someone took during a trial run, that's where the magic happens," Hanifen noted. "We get delight from our users when they can quickly upload photos, and those pictures look better than they did on their phone."

The Results: Great User Experience at Scale

While the Cloudinary technology is meeting Under Armour's needs to deliver great user experience, while managing an increasingly large number of images and scaling to meet the explosive demand for its fitness apps, it's the close working relationship the two companies have developed that is an added bonus.

"Cloudinary has reached out to us with suggestions on how we can improve our product and reduce our costs by using their tools," Hanifen noted. "It's a rare experience to have a vendor that works so closely with you to offer such suggestions."

He said that the Cloudinary staff has continually been available to answer questions, give advice and talk about other features. "It's really nice to not be treated like you're just another customer; that we have a partner we can go to with our unique challenges," he added. "They have been open to sharing their product roadmap and considering ways to adapt the technology to solve those needs."

"

> "Cloudinary has reached out to us with suggestions on how we can improve our product and reduce our costs by using their tools... It's a rare experience to have a vendor that works so closely with you to offer such suggestions."
>
> –Jim Hanifen, *Director of Product Management at Under Armour*

About Cloudinary

Cloudinary provides a cloud-based media full-stack platform for the world's top brands. With offices in the US, UK, and Israel, Cloudinary has quickly become the de facto solution for web developers and marketers to manage images, videos and other rich media assets and deliver an optimal end-user experience. Powered by Amazon Web Services (AWS), Cloudinary benefits from AWS' secure, reliable, scalable, and highly-performant global infrastructure. Cloudinary adheres to the AWS Well-Architected Framework and best practices for operational excellence, security, reliability, performance, and cost-efficiency. Cloudinary has more than 5,000 customers worldwide, including AMC, Bleacher Report, Cars.com, Conde Nast, DoorDash, Fairfax Media, Forbes, Gizmodo, GrubHub, Hinge, Indiegogo, Lululemon Athletica, Outbrain, Stitch Fix, StubHub, Under Armour and Whole Foods Market. For more information, visit **www.cloudinary.com**.

Get started for free: www.cloudinary.com