As a start-up online clothes exchange business, Uptraded only had a dev infrastructure in place to run their application. They approached FullstackS to develop an AWS-based solution that was simple to use, flexible and secure. Tech Data provided business and technical support for FullstackS, including pricing, sizing and infrastructure architecture services.

As a start-up, Uptraded only had a dev infrastructure in place to run their app online, which was preceded by a web version of the clothes exchange platform. However, the app will only work if enough people register on the platform. Once the app was up and running, the next biggest challenge was reaching the so-called 'critical mass'; this is difficult to quantify but Uptraded estimated that they needed around 7,000 garments per clothing size per region.

About the customer, Uptraded

The innovative start-up provides a clothing swap digital platform that gives users the opportunity to browse endlessly through the wardrobes of others and exchange their unused pieces of clothing with an exciting shopping experience. Uptraded relies on the 'swipe & match' principle: a mutual like creates a non-binding 'fit' and thus the basis for exchange. The app was launched in June 2022 in Austria and Germany.

The technical solution

Uptraded approached Fullstack to advise them on the best solution for their requirements to enable them to meet their objectives of rapid customer growth and retention.

FullstackS are renowned for their vast experience and speed of implementation, having a centre of excellence and plenty of solution architect resources to provide detailed technical information.

FullstackS used Rancher & Kubernetes for the application management system. After a comprehensive evaluation of other cloud services, Uptraded's needs could only be met at the time with AWS. Since FullStackS already had experience with setting up Kubernetes Clusters using EC2 Instances and other Services, AWS was the perfect fit. Uptraded are running eight AWS services in total in the Frankfurt region, predominantly using Aurora (Relational Database Service), AmazonMQ, S3, Redis and EC2 instances (Elastic Cloud) for hardware services.

Excellent results

Since Uptraded launched a few months ago, the user growth on the AWS platform has gone from zero to 6,600, with a daily average of 515 active users.

The app is running seamlessly, and the infrastructure has plenty of capacity for future growth.

TD Synnex support

As a TD SYNNEX partner, FullstackS approached TD SYNNEX to collaborate on the platform design for Uptraded. TD SYNNEX have a lot of solution architect experience and technical know-how with industry-specific solutions.

TD SYNNEX has a billing and consumption platform called SIE (StreamOne Ion Enterprise), which is free to partners and means that each AWS service consumption can be managed, administrated and measured.

"Working as an AWS partner with TD SYNNEX means that we can confidently fulfil the needs of our customers. It can be challenging to scale solutions to address customers' specific requirements while also earning recurring revenue but collaboration with TD SYNNEX and AWS allows us to increase business growth with minimal risk. It is great to see such impressive results from Uptraded and we look forward to working with them in the future, always on hand to offer our expertise and advice."

- Alexander Apenzeller, Junior DevOps Engineer, FullstackS

"We are delighted with the digital platform that FullstackS recommended and it's very encouraging to see such growth in our customer base in such a short space of time, thanks to AWS. Our goal is to achieve 5,000 monthly active users. FullstackS have been very helpful and responsive, making sure the app was launched on time and always on hand, in collaboration with Tech Data, to support our AWS infrastructure."

Thomas Moser

CTO, Uptraded

About the AWS partner, FullStackS

FullStackS offer a wide range of consulting and integration services with a focus on application performance monitoring and management, as well as automation of workloads at the edge, in the core and in the cloud. FullStackS' consultative approach helps end users minimise operational risks, optimise application performance and gain visibility into their IT infrastructure. As an AWS partner, FullstackS can fulfil customers' business expectations with the relevant competencies, certifications and design skills.