

testit.de – Moving from dedicated server to Google Cloud

TRKKN streamlined the whole migration process of testit.de's initial setup to the cloud by introducing the product concepts and cost optimization in the Google Cloud.

The challenge

As a comparison platform, testit.de helps users to find the best products and prices from a database with more than 1m offers from more than 400 merchants. One of the core challenges is to update offer information frequently to provide current price and availability information to users. The previous setup using dedicated server, testit's update process was limited by the capacity of the server.

The solution

TRKKN supported the successful migration of these update processes to the Google Cloud, working closely with testit's internal software development team. The project included rewriting large parts of the code base to take full advantage of the new, scalable cloud infrastructure.

The result

With the scalable infrastructure of Google Cloud, testit is now able to update prices and availability information significantly faster, allowing for a higher update frequency in a cost-efficient way. This increases data freshness of the information shown on the comparison platform, ultimately resulting in higher customer satisfaction and increased conversion rates.

“ Partnerin with TRKKN was an integral part of our successful migration to the Google Cloud. Making use of the scalable cloud infrastructure enabled us to significantly improve our update processes, directly enhancing customer satisfaction and boosting conversion rates. ”

Stefan Laun, CEO, Preisvergleich Europe GmbH



About Preisvergleich Europe GmbH

testit.de is a pioneering platform committed to helping customers find the most cost-effective products. The German-based company provides comprehensive information, including curated product reviews, to simplify and enhance the customer's shopping experience.

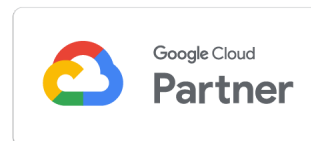
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Germany



About Trakken GmbH

Trakken is a cloud and marketing technology partner, specialized in services for Google Marketing Platform and Google Cloud.



Products

Google Cloud Platform