Cloudinary

Cloudinary Media Experience Cloud for composable architectures

A headless, AI-powered media platform for creating and delivering visual experiences everywhere

Visual experiences drive today's economy

Brands that survive and thrive invariably deliver visually rich experiences that are fast, immersive, and consistent at ever-multiplying touchpoints.

Since managing the sheer volume of visual media required to achieve that is humanly impossible, an intelligently automated, purpose-built solution that seamlessly integrates with your existing and evolving tech stack is the only path forward.

Cloudinary
MEDIA EXPERIENCE CLOUD

The essential media layer in an evolving and composable digital experience tech stack

Cloudinary's content-aware, AI-powered solutions for the rich-media lifecycle free up your teams to focus on creating captivating experiences. Our SaaS, API-first, microservices-based approach ensures that developers have everything they need to manage, optimize, and deliver rich media—at scale.

Thus, companies that adopt Cloudinary's content-aware, modern Media Experience Cloud are equipped to innovate faster, pivot when disruption occurs, and scale when opportunities arise. You can get started on this end-to-end platform for managing and delivering rich media quickly without a significant lift.

A modern approach for building visual experiences

The Cloudinary Media Experience Cloud supports dynamic real-time transformations of images and videos, which are then delivered automatically in the right format, size, and weight for all experience types with intelligent content awareness.

Media-centricity

Cloudinary's extensive rich-media expertise and focus empowers **better visual experiences everywhere.**

Intelligent Automation

Automation and AI throughout the visual-media lifecycle accelerates time to market across all channels.

Flexible Architecture

A composable platform easily integrates with DX solutions to **fast-track digital transformation.**

Media-centricity

- **Support for all formats** of key, cutting-edge and emerging media (360, 3D, metaverse) at all times with no heavy lift.
- **Grant teams centralized access to rich media asset**s across applications to accelerate product launches.
- **Bring products and experiences to market faster** by means of robust APIs developed by media experts for the entire media lifecycle
- **More efficiently manage the lifecycle of media assets** with a purpose-built and intelligent content-aware solution.

Intelligent automation

- **Provide engaging, personalized, and optimized experiences everywhere** through automation.
- **Innovate faster with an extensible, intelligent framework** trained on the largest set of media data in the industry
- **Deliver the highest-fidelity and best-performing visual experiences,** automatically optimized for fast loads on all channels, devices, and browsers.
- **Offer picture-perfect visual experiences** in real time with content-aware transformations that automatically identify focus areas of images and videos.

Flexible architecture

- **Incorporate visual-media management into a best-of-breed composable stack** through robust APIs
- **Enable developers to quickly create engaging experiences** by means of API-based management techniques for rich media.
- **Unify your media asset library across all content systems** for faster team collaboration with a headless DAM.
- **Integrate with existing or evolving tech stacks** seamlessly and easily with an extensive set of prebuilt integrations, SDKs, and widgets.

Modern Media Management

Our next-generation, media-as-a-service, composable technology serves as a springboard for fast product launches by being:

Scalable
Manage, customize, and optimize massive media collections seamlessly with a SaaS and intelligently automated rich-media solution.

Flexible
Bring innovations to market fast and respond swiftly to market shifts with a composable and microservices-based approach.

Extensible
Easily integrate with your existing and evolving tech stack using an extensive set of prebuilt integrations, SDKs, and widgets.

Developer-first
Enable developers to quickly create engaging experiences in their language of choice with API-based rich media management.

Best-of-breed
Accelerate product and user-experience development by adopting a proven media-experience platform for visual-media requirements.

MACH certified
Leverage ecosystem technology with certified membership of the MACH Alliance.

The MACH Alliance presents and advocates for an open, best-of-breed enterprise technology ecosystem that is microservices based, API-first, cloud-native SaaS, and headless.

Enterprise suites are no longer "the safer choice"—the MACH ecosystem *is*. It is agile, and nimble, and always up to date.

Cloudinary is a proud certified member of the **MACH Alliance**.

Prebuilt Composable Partner Integrations

Headless CMS

Contentful   CONTENTSTACK™

graphcms   magnolia®

SANITY

Composable PIM

akeneo

Integration Solutions

netlify   zapier

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**