firstcolo

Empowering e-commerce with smart, hosted infrastructure

How Productsup blends its own technology with provider expertise for reliable product data journeys

Intelligent solutions continue to revolutionize the management and optimization of product data. This applies to a wide variety of areas. Productsup, a Berlin-based SaaS company, provides a global feed management and syndication platform that processes over two trillion products per month, optimizing and distributing product data across more than 2,500 marketing and retail channels. By providing full control over product, brand, and service experiences, Productsup enables companies to deliver a consistent customer experience across all channels. The solution forms the basis for successful performance marketing – products can be intelligently optimized for marketing channels such as Google Shopping and Facebook Dynamic Ads, marketplaces such as Amazon and eBay, price portals such as Idealo and billiger.de as well as affiliate networks and retargeting applications. Trusted by more than 1,000 companies worldwide, including leading brands like ALDI, AutoScout24, Haleon, Coca-Cola, Sephora, and IKEA, Productsup empowers businesses across 170+ markets to optimize and syndicate their product content at a global scale.

"With increasing demands for rapid capacity expansion and enhanced flexibility in infrastructure and network options, we sought a provider in a strategically favorable location in Germany. That's when we partnered with firstcolo."

Wieger Bontekoe,
Principal Site Reliability
Engineer, Products Up GmbH

Productsup needs a stable infrastructure as the foundation for its services. To achieve this, the company relies on servers and hardware from firstcolo, a Frankfurt-based provider of data centre services. "Our platform runs on self-managed, dedicated infrastructure. To ensure high reliability, low latency, and high bandwidth, it's essential that we receive expert advice on hardware and fast, hands-on support when needed," says Wieger Bontekoe, Principal Site Reliability Engineer at Productsup. "With increasing demands for rapid capacity expansion and enhanced flexibility in infrastructure and network options, we sought a provider in a strategically favorable location in Germany. That's when we partnered with firstcolo."

As Productsup is headquartered in Berlin and operates with a globally distributed OPS department, the company had special requirements for a suitable partner. Efficient remote hands support was particularly important – as an extension of the company's own operations team. firstcolo stood out as a provider delivering first-class service quality, especially through its expert remote hands support. Productsup relies on the firstcolo team's expertise for managing and maintaining the physical hardware and ensuring high performance of its dedicated infrastructure. "Productsup leverages firstcolo's comprehensive data center services, including dedicated space, hardware support, and high-quality network connectivity tailored to their needs. Additionally, the company benefits from firstcolo's responsive remote hands support to maintain optimal service performance" reports Marko Lukovic, Sales Manager at firstcolo GmbH.
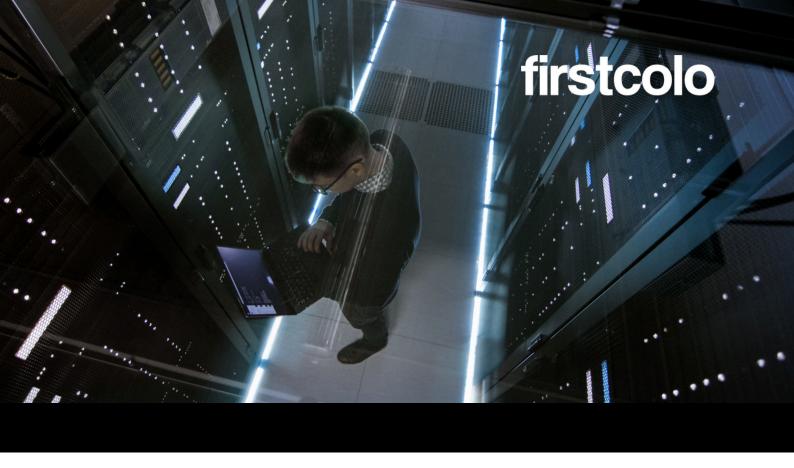
Further expansion planned

"To support our platform's growth and ensure optimal performance, we require robust, reliable infrastructure and a partner we can depend on operationally. firstcolo's outstanding service quality, availability, and its strategic location in Frankfurt, one of Europe's key internet hubs with multiple major internet exchanges nearby, provide the foundation our infrastructure needs to meet demanding requirements," says Wieger Bontekoe.

"The dependable support, expertise, and comprehensive infrastructure solutions from firstcolo form a key part of ensuring our platform's operational success."

Wieger Bontekoe,
Principal Site Reliability
Engineer, Products Up GmbH

Productsup values its collaboration with firstcolo for enabling a stable, efficient, and well-supported infrastructure environment. The partnership provides trusted operational support, strong network capabilities, and expert assistance when needed, helping Productsup maintain high standards for reliability and responsiveness. As Bontekoe notes, "The dependable support, expertise, and comprehensive infrastructure solutions from firstcolo form a key part of ensuring our platform's operational success."

Productsup's globally distributed operations team manages the company's infrastructure, which spans multiple data centers, including firstcolo as one of their key production locations. "The collaboration has been progressing very well. The customer began working with us at the start of 2024 and quickly set ambitious goals for infrastructure migration. By mid-year, we successfully brought their first production environment online. Since then, we have continued to support their ongoing expansion, with plans for further growth in 2025," explains Jerome Evans, CEO at firstcolo. Wieger Bontekoe of Productsup is highly satisfied following the realization of the project: "The collaboration is characterized by consistently fast processing and reliable service delivery. We can always depend on firstcolo's remote hands support to assist with any issue, big or small, which makes us feel well supported and confident in our partnership."

About
Productsup & firstcolo

Products Up GmbH, Berlin

Processing over two trillion products monthly, the Productsup platform imports, optimizes, and distributes product content across more than 2,500 marketing and retail channels. By providing control over product, brand, and service experiences, Productsup helps companies overcome commerce complexity and deliver consistent customer experiences worldwide.Trusted by over 1,000 global brands such as Coca-Cola, Sephora, and ALDI, Productsup handles more monthly data requests than Google's consumer search.

firstcolo GmbH, Frankfurt am Main

As an operator of data centres in Germany, firstcolo GmbH, based in Frankfurt am Main, provides its customers with the highest level of service quality. In addition to classic colocation and the rental of server systems, firstcolo's range of services also includes managed services, security solutions and cloud services.