

Recurate's Digital Resale Revolution: Engineering Speed, Scale & Seamless Integration

How Devsinc helped Recurate (acquired by Trove) achieve 100K+ transactions, 60% faster load times, and a unified commerce infrastructure.





Client Overview

Recurate, now part of Trove, is a US-based fashion recommerce company with global reach, offering brands an integrated resale platform that grows revenue while promoting sustainability. Its peer-to-peer resale and trade-in model lets brands build their own resale ecosystem rather than relying on third-party marketplaces.

As the platform expanded, scalability, a seamless user experience, and secure transactions became critical. With transaction volumes growing and multiple e-commerce integrations to support, Recurate partnered with Devsinc to strengthen its technology stack and optimize platform performance.

Business Challenges

As Recurate expanded its platform capabilities, it faced several technical and operational challenges that threatened the speed, security, and reach of its resale model.

Scalability Across Multiple E-Commerce Platforms

Managing resale operations across Shopify, Magento, BigCommerce, and Salesforce required a unified integration framework rather than four separate connections.

Performance and Security Constraints

High transaction volumes caused slow API response times and data security concerns, calling for database optimization and high-performance API development.

Inefficient Image Processing

The legacy image upload and processing system delayed product listings, negatively impacting conversion rates.

The Approach

Recurate needed more than platform-by-platform fixes: an engineering foundation that could carry growing transaction volume across several commerce platforms without trading away speed or security. Devsinc was engaged to strengthen the stack end to end, with performance, security, and scalability as the guiding priorities.

Rather than patching each integration separately, Devsinc's approach was to build one API-driven framework beneath all of them, isolate each store's data for security and query speed, and replace the legacy image pipeline with a purpose-built one.



Scope of Engagement

Devsinc scoped the engagement around three connected goals: unify the integrations, harden and speed up the core platform, and modernize image handling.



Key Priorities Included:

- ✓ An API-driven integration framework spanning Shopify, Magento, BigCommerce, and Salesforce.
- ✓ Custom platform wrappers to manage webhooks, automate data mapping, and unify business logic across platforms.
- ✓ Data sharing with PostgreSQL, creating isolated clusters per store for stronger security and faster database queries.
- ✓ A headless frontend API to reduce response times and speed up content delivery.
- ✓ A custom-built image processing solution on AWS Lambda, Sharp, and Jimp, replacing the legacy jQuery-uploader.

The Solution

Devsinc engineered a robust technical solution focused on performance, security, and scalability.

Seamless Multi-Platform Integration

An API-driven framework now connects Shopify, Magento, BigCommerce, and Salesforce, with custom platform wrappers managing webhooks, automating data mapping, and unifying business logic across all four.

Optimized Performance and Security

Data sharing with PostgreSQL creates isolated clusters per store, strengthening security and database query performance. A headless frontend API cut response times by 40% and enabled faster content delivery.

Advanced Image Processing for Faster Load Times

The legacy jQuery-uploader gave way to a custom-built image solution using AWS Lambda, Sharp, and Jimp, delivering 60% faster page load speed and improving user engagement and conversion rates.

The outcome: one unified, secure, high-performance platform that handles Recurate's transaction volume across every commerce platform it supports.

The Results

A more responsive, high-performance resale platform now supports Recurate's growth across brands and platforms.

➤ 100K monthly transactions

Scalable infrastructure enabled seamless handling of high transaction volumes.

➤ 60% faster page speed

Optimized backend and frontend performance significantly reduced load times and enhanced the user experience.

➤ 4+ e-commerce integrations

Seamless operations across Shopify, Magento, BigCommerce, and Salesforce expanded platform reach and usability.

➤ 40% faster API response

A headless frontend architecture improved system efficiency and reduced latency for smoother transactions.

➤ Enhanced security and compliance

Isolated database clusters and data encryption improved data protection, boosting customer trust and regulatory compliance.



Looking Ahead

With a unified integration framework, store-level data isolation, and a headless frontend in place, Recurate's platform is positioned to add new brand stores and e-commerce integrations without re-engineering its core, with Devsinc's engineering expertise available to support that growth.

Looking to integrate multiple commerce platforms or engineer for speed at scale?

[Book a consultation](#) with Devsinc's engineering team.

About Devsinc

Devsinc is a global technology partner helping enterprises across North America, the UAE, and the wider MENA region turn technology into a growth advantage. As a Microsoft Solutions Partner, a Shopify Plus partner, and a Salesforce partner, we bring platform authority to the systems that run your business, from ERP and CRM to commerce.

With over 15 years of experience, more than 3,000 successful projects delivered, and over 230 active clients across 23 countries, we combine proven execution with deep technical expertise. Where packaged platforms reach their limits, our application engineering teams build custom web and mobile applications, headless platforms, and API-driven integrations that connect your stack into one scalable ecosystem. With an AI-centric approach to every engagement, we help enterprises identify where AI can create meaningful business value and develop the systems needed to realise it.

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