

THE IMPACT OF POOR IMAGE MANAGEMENT ON YOUR BUSINESS

The speed and browsing experience of websites is critical to the success of online businesses such as news and publishing, e-commerce for fashion, beauty and retail, or travel and hospitality. In all these verticals, and others, images have a significant impact on the user experience. A typical e-commerce page is made up of more than 60% images, potentially requiring more than 50 requests to fully render. Subsequently, any improvement in the size and bandwidth usage of images delivered can result in significantly faster page load times.

Responsive web design is now a requirement for any modern website that wants to deliver a personalized experience to the client browsing it. The different types of devices that must be supported, from mobile to desktop, present a range of sizes, browsers, viewing orientations and screen resolutions that must be supported. In order to serve the “right” image for each device, and maintain fast page load times, the administrator has to manage multiple versions of each original image best suited for the device and user.

In e-commerce especially, there are many different viewing options, such as thumbnails, zoom and color options, eventually leading to hundreds of “versions” of an image for a single product. Webscale Cloud Image Manager was designed to solve this performance and manageability challenge.

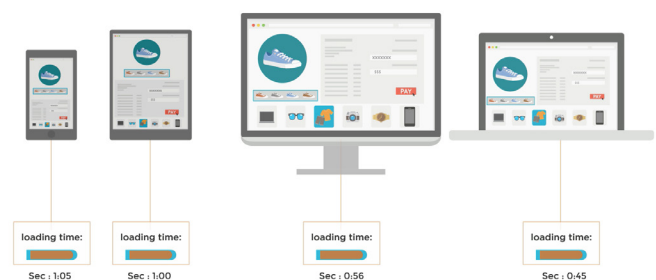
WEBSCALE CLOUD IMAGE MANAGER

Webscale Cloud Image Manager is a multi-cloud SaaS solution that offers a one-stop, automated image optimization and management solution for website administrators to store images, dynamically optimize delivery, improve page load times and reduce spend. Cloud Image Manager is deployed in close proximity to the application infrastructure, enhancing visibility, analytics and performance.

KEY BENEFITS

Better performance

Cloud Image Manager’s automated Image Optimization sits at the core of our web performance solution. If a shopper is using a device from a network with high latency, or using a range of different browsers, through devices with different resolutions, Cloud Image Manager can automatically resize, reformat, or compress the image delivered to the device. Since images contribute significantly to the weight of a web page, load times are faster and more efficient as a result, and with no compromise on quality.



700+ CUSTOMERS



“Since moving into the cloud with Webscale, we’ve seen our site’s performance increase and costs lowered! The better performance equals more revenue for our business. We’re extremely satisfied!”

KEY BENEFITS

Reduced costs

Cloud Image Manager automatically manipulates images, dynamically and on-demand, reducing the need to store the many variants of an image statically on the origin server, thereby reducing storage costs. Cloud Image Manager's intelligent caching stores the commonly requested variants, enables CDN caching of optimized images and ensures high speed delivery of these assets to the client. In addition, having a specialized software vendor automate the management of this complexity reduces the need to hire large in-house teams to manage the task.

Enhance shopping experience

Cloud Image Manager allows e-commerce companies to enhance the digital experience of shoppers to increase user engagement and provide competitive differentiation. Image functionality such as zoom-in (and out), adding overlay such as logos and text on products, and changing background colors are possible to perform on the fly. Integrating the online and in-store experience, as well as seamlessness across platforms, is achieved through better interactions with products.

Automatically manage new devices

Every year, new devices like smart watches, tablets and smartphones are released with improved capabilities, such as higher screen resolutions. Hours after their release, these devices are in the hands of millions of consumers, accessing e-commerce websites, either through purpose-built apps or the browser. Webscale manages this complexity and ensures the best experience for these users instead of burdening the website administrator, and ensures that the best suited image is dynamically delivered to the device, every time.

KEY FEATURES	
IMAGE OPTIMIZATION	<ul style="list-style-type: none">• Automated format selection based on browser - WebP, JPEG, PNG• Resize images• Compress images• Lazy loading / Deferment• CDN integration• SVG-based scalability• Auto-detect face and features
DYNAMIC IMAGE MANIPULATION	<ul style="list-style-type: none">• URL-based dynamic image transformations in real-time• Automatic resizing• Adding image overlay• Changing background color,• Blurring images• Adding text, logo• Watermarking images
DIVERSE PLATFORM INTEGRATION	<ul style="list-style-type: none">• AWS S3• Google Cloud• Alibaba Cloud• CDNs - AWS Cloudfront, Fastly, Akamai, Cloudflare,• Magento• Wordpress• WooCommerce• Custom sites using other platforms