

# WEBSCALE CLOUD IMAGE MANAGER

## 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 these verticals, and others, images have a significant impact on user experience. A typical e-commerce page comprises 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.



LOADING TIME  
0:56 sec



LOADING TIME  
0:45 sec



LOADING TIME  
1:00 sec



LOADING TIME  
1:05 sec

# PRODUCT BENEFITS



## Reduced costs

Cloud Image Manager manipulates images on-demand, reducing the need to store multiple variants of an image on the origin server, reducing storage costs. Its intelligent caching stores commonly requested variants, enables CDN caching of optimized images, and ensures high speed delivery of these assets to users. Having specialized software to automate image management also reduces the need to hire large in-house teams.



## Enhanced shopping experience

Cloud Image Manager allows merchants to enhance shopper experience and engagement, and deliver competitive differentiation. Image functionality such as zoom-in, adding overlay such as logos and text on products, and changing background colors, is possible to perform on the fly. Integrating the online and in-store experience, and seamless across platforms, is achieved through better interactions with products.



## Automatically manage new devices

Hours after new devices like tablets, smart watches, and smartphones are released, they get into the hands of millions of consumers, accessing e-commerce websites in screens of different sizes and resolutions. Webscale ensures the best experience for these users instead of burdening the website administrator, and ensures that the best suited image is dynamically delivered to every device, every time.



## Better performance

Webscale'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, 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 thus faster and more efficient, with no compromise on quality.

# KEY FEATURES

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