

How can Scaleflex improve your customer's purchase experience?

FURNITURE1 EU

Industry:

E-commerce

Size:

>200 employees

Headquarters:

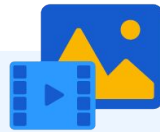
Vilnius, Lithuania



Edgar

Project Manager

Case Study Highlights



> 3,000,000
Images processed by
Cloudimage



3 TB
Monthly CDN
bandwidth

Furniture1.eu is an **online furniture retailer** operating in 10+ European markets and offering 100,000+ items. The company operates more than 20 cross-dock warehouses across Europe.

As Furniture1.eu grew over the years, they knew that their image delivery infrastructure had become inefficient and **couldn't scale to support their strong growth.**

With Scaleflex's Cloudimage media optimization solution, Furniture1.eu:

- Implemented Cloudimage in **less than an hour**
- **Utilized multiple features** to improve image management & optimization processes: Custom CNAME, Aliases, Custom transformation presets



With the constantly growing number of clients, we kept encountering image delivery capacity issues. At one point, we realized we had to take steps to optimize our current infrastructure.



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The Challenge

As Furniture1.eu grew over the years, they knew that their image delivery infrastructure had become inefficient and couldn't scale to support their strong growth.

"We were already using a CDN, but were looking to optimize our images. The objective was to reduce their size to improve the delivery speed on our website. We knew this would help with website optimization and an improvement in loading speeds. We needed a flexible tool offering a wide range of functionalities." - Edgar, Project Manager.

The Solution

- An advanced combination of **premium CDN and powerful & scalable image optimization features**
- **A powerful API allows to cache any image from the website** through a simple URL change
- Cloudimage was **simply linked to the origin storage**, avoiding the need for a complete migration of the assets

Key Results:

- **3,000,000+ images effortlessly optimized** and delivered every month
- **Implemented in less than an hour** with the support from a dedicated Solution Engineer
- **Multiple features** are now used to improve image management & optimization processes: Custom CNAME, Aliases, Custom transformation presets

Discover other success stories with Cloudimage [here!](#)

The Company

[Furniture1.eu](#) is an online furniture retailer operating in 10+ European markets and offering 100,000+ items. The company operates more than 20 cross-dock warehouses across Europe.

"Our vision is to become the number 1 online furniture retailer by changing the way people buy furniture. All our shops are independently operated, but we all follow the same values and have high customer service standards." - Edgar, Project Manager.