How did Cloudimage become the preferred acceleration solution proposed by And After Agency?

The Company

And After is an independent digital agency with the ambition to accompany their clients in their strategy and their e/m commerce development, with the benefit of a real culture of ROI. The team develops thoughtful and efficient user paths to serve transformation through the creation of unique, emotional and powerful E-Commerce devices. One of the main focus are for And After's team is the web performance of each project; you might well come across them on events like WeLoveSpeed in France.

Since the 90s, And After serves brands like Yves-Rocher, Hachette Collection, Baron de Rothschild or Linvosges with a fully customizable, homemade E-Commerce CMS called easyboutiq®.

The Challenge

One of And After's customers was looking for a solution to improve its E-Commerce website performance. The images were loading too slowly, which impacted negatively their SEO, as highlighted by several pagespeed reports.

The Customer brought this challenge to the attention of And After along with a solution, Cloudimage.
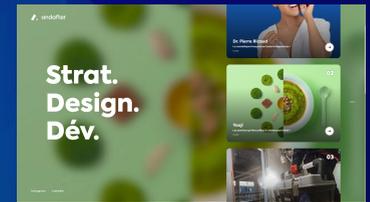
Before implementing Cloudimage on production, And After's development team did a Proof of Concept on easyboutiq® CMS in order to validate several requirements:

Time: delays to implement the solution has to be as short as possible.
Reversibility: possibility to unplug the solution easily in case of problem.
Integration: the solution has to adapt seamlessly to the frontend.

And After also looked for a solution that provide facilities for agency: multi-user console to be able to collaborate with the client on the solution and multi-tenancy to manage several clients' projects from a single console.

"Few weeks after implementing Cloudimage in production, the results were significative: the speed index on the home-page went from 4100 down to 2300 (Dareboost)!"

Mathieu Lebrun (Founder at And After)

Mathieu Lebrun – CEO

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The Solution

Evocative Results on the Performance
And After uses the Dareboost platform to monitor the performance of each project.
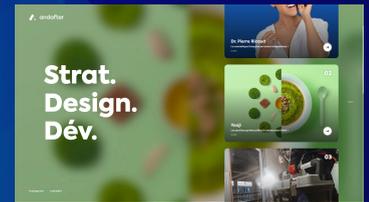
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Cloudimage Top 3 Solutions
- **Lightning fast integration:** implemented in 1,5 hour - well documented storage configuration, CName implementation, caching and compression settings.
- **Time-saver:** both for developers as all image resizing, responsiveness and cache invalidations are automated, but also on the loading times thanks to an efficient JS/CSS minification.
- **Real partner relationship:** the Scaleflex team behind Cloudimage showed reactivity and transparency all along the projects, which insured the success of the collaboration with both the Agency and the Client.

Throughout this experience, Scaleflex appeared to be more than a tech provider: the team engaged in a close relationship with And After, through regular updates on the products and joint content creation around performance (to be announced)!

Find out other success stories with Cloudimage here!

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