

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



Industry:

Digital Agency

Expertise:

Strategy, UX, design, development, branding, E/M-commerce, applications

Headquarters:

Saint-Mandé, Ile de France



Mathieu Lebrun

CEO

Case Study Highlights



> 40%

Reduction in the home-page speed index on Dareboost



1.5 hours

Lightning-fast implementation

And After is an independent digital agency whose ambition is to support its clients in their E-Commerce and M-Commerce strategy and development to benefit ROI.

One of *And After's* customers was looking for a solution to improve its E-Commerce website performance. The images were loading too slowly, negatively impacting their SEO, as highlighted by several PageSpeed reports. The Customer brought this challenge to the attention of And After, along with a solution - Cloudimage.

With Scaleflex, *And After* achieved evocative results on the performance:

- **Lightning-fast integration**
- **Time-savings**
- **Real partner relationships**



A few weeks after implementing Cloudimage, the results were significant: the speed index on the home-page went from 4100 down to 2300 (Dareboost)!



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

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, negatively impacting 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 a problem.
- **Integration:** the solution has to adapt seamlessly to the front-end.

And After also looked for a solution that provided facilities for agencies: **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.

The Solution

Evocative Results on the Performance

And After uses the Dareboost platform to monitor the performance of each project.

Cloudimage Top 3 Solutions

- **Lightning-fast integration:** implemented in 1.5 hours with well-documented storage configuration, CName implementation, caching and compression settings.
- **Time-saver:** for developers as all image resizing, image responsiveness and cache invalidations are automated. Thanks to an efficient JS/CSS minification, the website also enjoyed reduced loading time.
- **Real partner relationship:** the Scaleflex team behind Cloudimage showed reactivity and transparency across all projects, which assured the successful 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)!

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

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

The Company

And After is an independent digital agency whose ambition is to support its clients in their E-Commerce and M-Commerce strategy and development to benefit ROI. The team develops thoughtful and efficient user paths in the service of transformation by creating unique, emotional and powerful E-Commerce devices. One of the main focuses of the And After team is the web performance of each project; you might well come across them at events like WeLoveSpeed in France!

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

