

How can Cloudimage be integrated as a native feature of your SDK?

The Company

[BuildFire](#) is a 50+ people team, publishing the leading mobile app development platform for businesses, organizations, individuals, resellers and developers. Headquartered in San Diego, California, the platform today supports around 15,000 apps like Pandora, Pepsi or even Paypal.

BuildFire's click-and-edit interface as well as its powerful suite of built-in features enable everyone to create powerful apps in minutes – no coding required!

The Challenge

BuildFire is building mobile apps for both corporations (custom B2B) and individuals (DIY B2C). The concept allows not-technical users to create mobile apps for iOS and Android using their intuitive user interface. Those who are technical, can expand the platform using their open-source SDK.

Each app is different, so is its monthly traffic, users location and image density. Daniel Hindi, CTO at Buildfire, needed **a unique solution that could address all these specific cases**: image compression (WebP for compatible browsers), optimization, responsiveness according to the users' screen size and premium CDN delivery. All that, for both **good performance and a fair price**.

Before using Cloudimage, Daniel tried other image optimizers and CDNs of the market, but the image loading time was not satisfying to answer his larger clients' needs. Four years after they started collaborating, Cloudimage and BuildFire still keep the flame burning!

The Solution

- Easy and fast **integration as a native feature** in BuildFire's SDK;
- **High quality CDN delivery** and effective image optimization features that enabled lowering down the CDN traffic stats;
- Multi-tokens for dev and prod environments, including **a global allowance scaling** with Buildfire's project size.



"A Build instead of Buy relationship!"



Daniel Hindi - CTO