

How can Cloudimage improve your customer purchase experience ?

The Company

[Furniture1.eu](https://www.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 number 1 online furniture retailer by changing the way people buy furniture. All our shops are independently operated, but we all follow same values and have high customer service standards.”

Stats

- **3 TB** monthly CDN bandwidth
- **3,000,000+** images processed by Cloudimage

The Challenge

As we grew over the years, we knew our image delivery infrastructure had become inefficient and couldn't scale to support our strong growth.

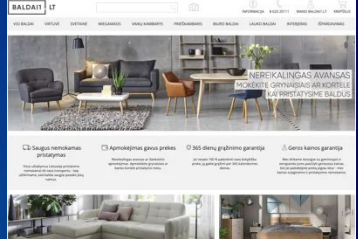
We were already using a CDN, but were looking to optimize our images. The objective was to reduce their size to improve the delivery speed on our website. We knew this would help with website optimization and improving loading speed. We needed a flexible tool offering a wide range of functionalities.”

The Solution

- An advanced combination of **premium CDN and powerful & scalable image optimization features**
- **A powerful API allowing 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


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



FURNITURE1 EU

“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.”



Edgar - Project Manager

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