scaleflex

Indiahikes considerably improves their loading time thanks to Scaleflex's Cloudimage

Modules used

DAM

Visual AI

Portals

Dynamic Media Optimization

Industry:

Travel

Size:

> 200 employees

Headquarters:

Bangalore, India

Manasa NL

Tech Project Manager

Case Study Highlights

50%
Improvement in loading times

60%
Reduction in image size

Lightning fast
Implementation of the solution

Over 12 years go, Indiahikes started with a simple belief: Everyone Must Trek. They set about to achieve this by bringing the right information and setting the right environment for trekking in India.

Now, Indiahikes is India's largest database of trek related information. Over 20,000 trekkers join their trekking experiences every year.

They made the strategic decision to start using Scaleflex's Digital Media Optimization module, Cloudimage, in 2024. They were looking for a faster, more qualitative way to optimize their images.

What they eventually gained from Scaleflex was:

- **Detailed analytics** on their assets performance
- Quick and **easy implementation** of the tool
- Flexibility of use and **a wide range of functionalities**

> *We chose Scaleflex as we really liked the professionalism displayed and the importance given to the relationship with its customers.*

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The Challenge

Indiahike's main challenge was a desire to optimize their visuals in a better manner, and thus reduce their source calls to the CMS. The multi-CDN approach provided by a Scaleflex proved really attractive to them for this reason.

The team also wanted to be able to embed videos easily on their website.

The Solution

To address these challenges, Indiahikes made the strategic decision to start working with Scaleflex's Dynamic Media Optimization Module as well as the DAM. They obtained:

1. They were able to **store and embed videos** directly on their website with ease.
2. They gained access to **detailed analytics** through Cloudimage's dashboard.
3. They enjoyed flexibility of use and a **very wide range of functionalities** that can be applied to improve media assets.
4. They were granted a seamless and **fast implementation** of the solution.