

Kozmos Tekstil: Digital Asset Management and Media Performance in Turkey

The Company

Established in 2011, Kozmos is one of Turkey's prominent eCommerce export companies, whose core products span home textiles, casual wear, and mattresses. Hundreds of thousands of textile patterns are processed and millions of products are manufactured each year. These products are exported to Europe, the Americas, and Asia, and are hosted on some of the world's biggest eCommerce platforms, such as: Amazon, Walmart, and Wayfair. Kozmos is, without doubt, a leader in its industry!

The Challenge

Before Kozmos started using Filerobot, they were managing their image processing in-house, meaning they had to manually store, resize, crop, and filter the images on their servers. This put a lot of strain on their network infrastructure, degrading their overall server performance and was also responsible for server crashes.

Another challenge was achieving the fastest possible delivery time of content to end-users, whilst also having the ability to monitor how their content was performing (volume, speed etc.).

The Solution

As previous customers of Cloudimage, the move to the new Filerobot DAM platform was an easy decision for Kozmos. Filerobot has helped Kozmos to:

- **Simplify the upload and integration of their media** with the Kozmos back-office system, using the Filerobot Media Widget.
- **Enhance their content operations** with auto-resizing upon upload, smart-tagging, version control and Google-like search of assets.
- **Automate all media optimization**, including acceleration to end-platforms, utilizing a global, multi-CDN strategy.



80TB

of media stored
and optimized in
Filerobot

"Filerobot has many useful features, with a very simple and intuitive interface, that is clean and clear. Very good service performance."



Gökhan Çevre
IT Manager