scaleflex

The French Leader of online Property search runs Cloudimage

SeLoger.com

Industry:

Real Estate

Size:

600+ employees

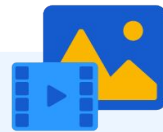**Headquarters:**

Paris, France

Alexandre Nerat

Infrastructure Manager, SeLoger.com

Case Study Highlights

First
Externalization of an IT service

Up to 80,000
Images delivered per minute

SeLoger.com is the largest online service to look, rent and sell a property in France. Created in 1992, SeLoger started its web journey in 2000 with SeLoger.com.

With more than 1 million ads and 10,000,000+ photos of properties online, the volume of SeLoger.com's picture library requires a flexible infrastructure, capable of delivering a spotless service to a very high number of visitors every day.

CIO of SeLoger.com chose Cloudimage for its first externalization of an IT service in the Cloud because of its:

- Great **pre-sales experience**
- **High level** of performance
- **Simple** price structure, **clear, transparent**, and **all-inclusive** solution

" *The Technical Support is very reactive and easy to engage with. The tickets are escalated very quickly.* "

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The Challenge

With more than 1 million ads and 10,000,000+ photos of properties online, the volume of SeLoger.com's picture library requires a flexible infrastructure, capable of delivering a spotless service to a very high number of visitors every day. SeLoger.com already had an internal service deployed for a few years. However, this infrastructure had become too heavy and static to handle the new picture form-factor requested by visitors every year.

The CIO of Seloger.com requested to externalize this service and encountered the first challenge in trying to compare the different offers on the image resizing market. For example, depending on the service provider, the pricing would comprise a cost per transformation or per volume of data transformed.

Alexandre Nerat, IT Infrastructure Manager of SeLoger.com also wanted a complete service comprising the infrastructure, the software, the maintenance and the CDN service. Adding to the challenge of running a dynamic infrastructure came the matter of delivering excellent performances when resizing and sending a picture without multiplying cache and storage needs.

On top of the technical requirements was the question of the budget. The request of SeLoger.com was to keep it reasonable but also easy to anticipate if the needs of SeLoger were to change over time.

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The Solution

The CIO of SeLoger.com chose Cloudimage for its first externalization of an IT service in the Cloud. Alexandre Nérat explained the reasons behind this choice:

A great pre-sales experience

The first contact between Cloudimage and Seloger.com was established quickly. Alexandre Nerat explained that he was assured to work with real specialists of a "Made in Europe" service. A POC was built and a series of tests ran over a few weeks to validate the solution. The tests were definitely conclusive.

A high level of performance

Seloger.com could move from their legacy system to Cloudimage overnight, and after some optimizations made by the Cloudimage team, the level of performance quickly reached the expectations of Seloger.com's CIO.

A budget under control

Today Cloudimage and Seloger.com are using the same metrics to measure the usage of the service and are speaking "the same language". Thanks to a simple price structure, clear, transparent, and all-inclusive solution, Cloudimage offers long-term visibility on the cost of the service. The CIO and CFO can easily anticipate a variation of their budget depending on the activities of Seloger.com and can avoid any unexpected budget requests.
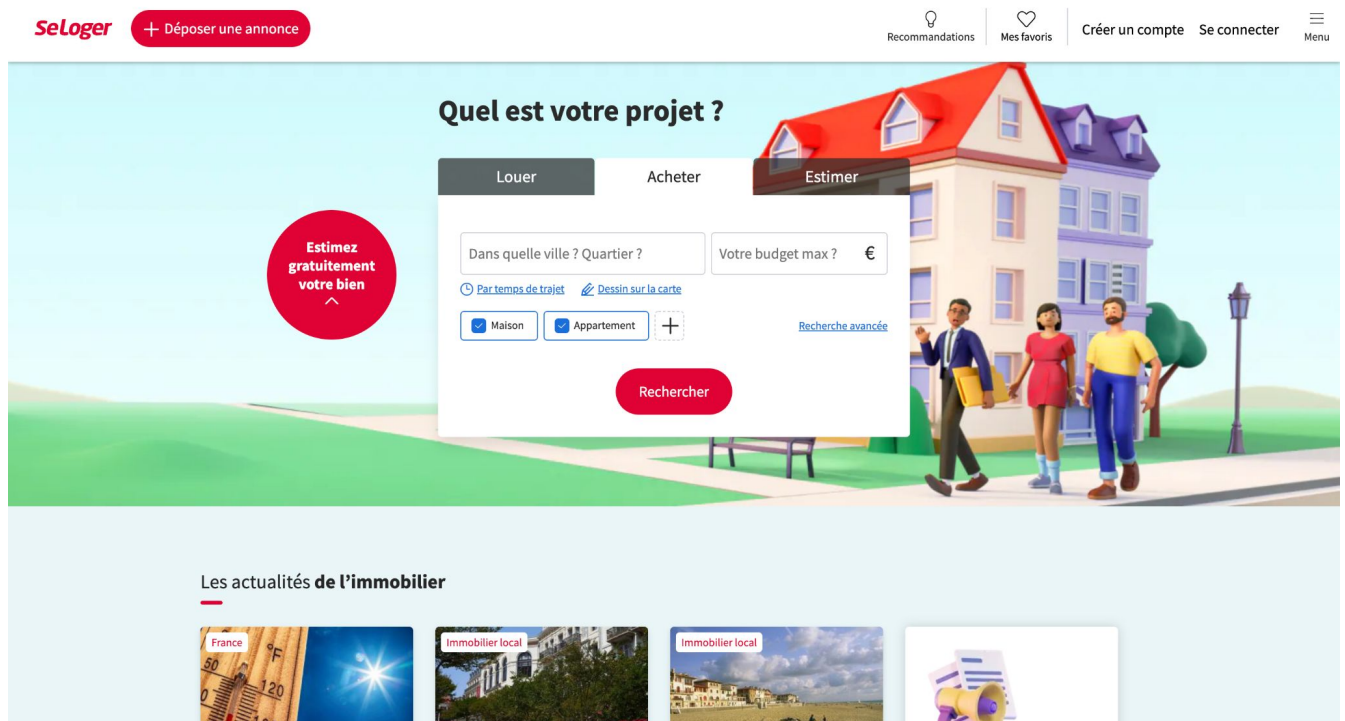
With a high level of performance, a cost and a service under control, delivering up to 80,000 images per minute, Alexandre Nérat summarized his satisfaction in one word. To the question, "Would you recommend Cloudimage to a peer with a similar need?", he replies "Absolutely!".

Discover other success stories with Scaleflex here!

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The Company

SeLoger.com is the largest online service to look, rent and sell a property in France. Created in 1992, SeLoger started its web journey in 2000 with SeLoger.com. Today more than 600 people work in this team to offer holistic marketing and advertising services to professionals in the property market. The SeLoger Group became the main access to any property projects in France with dozens of services like SeLoger.com of course, but also specialized niche sites like vacances.com and bellesdemeures.com.