

SmartBuyGlasses reduces image file size by 25% thanks to Cloudimage



Industry:

E-commerce

Size:

200 employees

Headquarters:

Hong Kong



Tony Zhuang

Chief Information Officer

KPI's



25% reduction
in image file size



50% less labour
resources for generating
image files

SmartBuyGlasses Optical Group is a world-leading e-retailer of designer eyewear. They have operations across Asia Pacific, Europe and the Americas, which means they handle heavy volumes of datasets across the continents. They have an international outlook on business.

In essence, the group reached out to Cloudimage when looking for a solution that would help them handle and manage the large volumes of visuals they were treating, daily, across the globe.

“
We have been working with Cloudimage as our image CDN partner for over two years. It was very simple to set up and integrate into our website. It delivers consistent and reliable performances, as well as excellent service.
”

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The challenge

As a global e-retailer, SmartBuyGlasses treats thousands, if not millions of visuals, on a regular basis. These visuals are intended for commercial use through their many retail portals, and need to be adequately treated and optimized to guarantee they're up to the standard of a world-leading business in their sector.

The main challenges that made SmartBuyGlasses look for a solution such as Cloudimage were three fold: firstly, they wanted to be able to reduce image size without it entailing a loss of quality; secondly, they needed to automate the process of resizing as well as generating image files; thirdly, they were interested in generating the latest file formats of AVIF and WebPas.

The solution

SmartBuyGlasses decided to introduce Cloudimage as a CDN to their stack in order to address and bring an answer to these challenges.

Implementation of the Scaleflex solution was, as put by Tony Zhuang, Chief Information Officer, extremely simple.

Through the implementation of Cloudimage, SmartBuyGlasses was able to reap the following key benefits:

1. They saw a 25% decrease in image file size, with no impact whatsoever on quality.
2. They achieved a 50% reduction in the labour resource of generating image files.

More than two years after the initial implementation, SmartBuyGlasses continues its collaboration with Scaleflex, as it delivers consistent and reliable performances that have marked a before and after in the company's treatment of visuals.

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“ In the over two years we’ve worked with Cloudimage as our CDN partner, it has helped us optimize and streamline our process of generating and managing our large image assets, with nearly 1M images ”



Tony Zhuang

Chief Information Officer

The company

SmartBuyGlasses is a global omnichannel group, an eyewear e-commerce retail leader in over twenty countries. Their mission? To make shopping for prescription glasses, designer eyewear and contact lenses simple, fast and fun.

