

# The Michelin Guide streamlines its digital operations thanks to Scaleflex



## Industry:

Travel & Tourism

## Size:

500 employees

## Headquarters:

Boulogne Billancourt,  
France



Jacobo Fernández Iglesias

Product Manager

## KPI's



**-20x**

times less weight image



**130K**

treated images

The Michelin Guide is a recurring yearly publication put forth by Michelin, grouping restaurants, hotels and wines. Traditionally, it has always been presented in paper format, but in recent years the brand has taken the leap and now boasts a curated online presence.

Dealing with hundreds of thousands of visuals from restaurants and hotels all over the world, they faced a series of pressing challenges concerning the creation of their digitized guide, namely:

- Their internal optimisation tool was **complex and costly**
- Images weren't **responsive** and **lacked quality**
- It was complicated to **transform images** on-the-go

“ On top of being a pressing issue in terms of user experience, image weight presents a challenge in terms of ecological impact and performance. Scaleflex's solution is the perfect answer to our need for a simple and effective tool for image optimisation. ”

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## The Challenge

When a new restaurant or hotel joins the Michelin group, he is asked to **provide visual assets** of his establishment. Owners happily oblige, putting forth their highest-quality material. However, these **high-resolution images are often heavy** and drag down website loading times. Modifying them manually when they receive them by the thousands became an impossible task. The Michelin guide faced some serious challenges:

- **Decreased satisfaction** in user experience due to long loading times
- Core Web Vitals penalizations which **impacted search rankings**
- **Ecological impact** of such heavy storage

## The Solution

Scaleflex was proposed as a solution for The Michelin Guide's troubles from **internally within the group**, as we were already working with Michelin Tires. The solution perfectly answered the needs of **simplicity and efficiency** put forth by The Michelin Guide.

In under one week, Scaleflex proposed a **personalized solution** for The Guide Michelin, that was then immediately implemented. With a very simple system, every image entering their database was **automatically treated** by the solution. Scaleflex allowed for a **drastic reduction** in the weight of their web pages and their loading times. The teams at The Michelin Guide were able to take back their time, as images were handled rapidly and efficiently by the Scaleflex platform. As an offering that is primarily image-driven, the **quality of the solution** proposed was of utmost importance.

Thanks to its partnership with Scaleflex, The Michelin Guide was able to:

- Treat over **130.000** images
- Reduce, sometimes by as much as **20**, image sizes and weight
- Propose a **unique user experience**: the image gains in quality the longer the page has loaded
- A **pixel-perfect** image exposition: the image's size adapts according to the user's device

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“*The team at Scaleflex was very attentive to our needs. Their honesty and the fluidity of our exchanges quickly won us over. They’ve offered us high-quality technical and strategic support.*”



**Jacobo Fernández Iglesias**

Product Manager

## The Company

The MICHELIN Guide is the international reference for restaurants and hotels for discerning travellers looking for high quality, memorable experiences. Brainchild of brothers André and Edouard Michelin The MICHELIN Guide's aim is to support all travellers in their mobility experiences by offering them a selection of the best places to eat and stay.

Discover and book hotels and restaurants selected by the MICHELIN Guide

Q Search for Destination, restaurant ...

 Lazy Betty  
Atlanta, USA