

Why did APRIL choose Filerobot to manage their Digital Assets in Prismic?



Industry:

Finance, Banking and Insurance

Size:

> 2,300 employees

Headquarters:

Lyon, France



Thomas Hardy

Web Project Manager & Product Owner at APRIL

Case Study Highlights



Proactive
Development Team



Quick
Prismic Integration



Enhanced
Media Performance

APRIL is a French company that creates, manages and distributes insurance solutions and assistance services for individuals, professionals and companies. Over the past decade, the APRIL Group has been working on a digital transformation of its operations.

The refactoring of April.fr came along with several requirements and challenges surrounding media management and optimization.

Instead of stacking providers, their digital agency AKQA rightfully recommended Filerobot and its Swiss Army Knife approach to answer APRIL's need for media management and optimization in Prismic.

“ *Centralizing our assets and being able to be in control of their distribution in a simple and optimized way is a real advantage for our different applications. Cloud storage is limited to data centers in France, which ensures that our compliance policies are respected.* ”

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The Challenge

The refactoring of April.fr came along with several requirements and challenges surrounding media management and optimization.

Their digital agency, AKQA, benchmarked several solutions which could best answer this RFP:

- **A European-based solution:** French insurance companies have to adhere to strict policies when it comes to hosting media, storing and processing data (GDPR compliance) or even distributing assets over CDN.
- **A single source of truth:** APRIL uses several CMS and Prismic is not implemented on all of their websites. The challenge is to unify their digital assets (images, videos, PDFs, JS, CSS, etc.) into one central place to avoid complexity and bad practices (duplicates, lost assets, wasted time, etc.)
- **Media performance and responsiveness:** using VueJS, april.fr required a vendor that could provide a dedicated library to manage the responsiveness of media assets on this framework.

“ *What is appreciable with Scaleflex is that we have the same objectives: satisfy customer needs and to support them in their decisions.* ”



Bertrand Tronsson

Technical Director at
AKQA Paris

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The Solution

Filerobot offers a unique combination of Digital Asset Management and Media Optimization (images, videos, static files), offering integration with Prismic headless CMS.

Key Success Factors:

1. **Proactive Development Team:** Before this project, Filerobot didn't have any specific integration with Prismic headless CMS. The Scaleflex team worked with AKQA's technical team to quickly provide them with an efficient plugin, relying on powerful APIs capabilities.
2. **Quick Prismic Integration:** Filerobot DAM REST APIs provide all that APRIL needed to upload, store, move & delete, and add metadata on each digital asset to improve the search capabilities. The sync between Prismic library and Filerobot is automated to ensure the security of assets, while respecting their compliance policies. Cloud storage is limited to data centers in France, provided by a local cloud hosting company.
3. **Enhanced Media Performance:** Filerobot includes all media compression, optimization, on-the-fly resizing, responsive libraries and CDN delivery to help APRIL boost their SEOs and improve the UX on their websites.

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The Company

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APRIL websites (april.fr and april-international.com) received more than 10 million visits in 2020. These websites were built with several technical frameworks, ASP.NET and Drupal 7/8. In 2020, they sought the help of AKQA Agency which benchmarked and implemented Prismic headless CMS to work with modular APIs rather than monolithic and heavy CMS.

