

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

The Company

APRIL is a French company that creates, manages and distributes insurance solutions and assistance services for individuals, professionals and companies. Over the past decade, APRIL Group spent a lot of effort on operating a digital shift.

APRIL websites (april.fr and april-international.com) count more than 10 million visits in 2020. Technically, their websites were built with several frameworks (ASP.NET and Drupal 7/8). In 2020, AKQA Agency benchmarked and implemented Prismic headless CMS to rather work with modular APIs than monolithic and heavy CMSs.

The Challenge

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

Akqa benchmarked several solutions which could best answer this RFP:

- **European-based solution:** French insurance companies are under 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.) in one central place in order to avoid complexity and bad practices (duplicates, lost assets, spared time, etc.)
- **Media performance and responsiveness:** using VueJS, april.fr required a provider which 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: to satisfy customer needs and to be able to support them in their decision."



Bertrand Tronsson,
Technical Director at
AKQA Paris

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

The Solution

Filerobot is a new solution powered by Scaleflex offering a unique combination of Digital Asset Management and Media Optimization.

Success Key Points:

- Proactive Development Team:** before this project, Filerobot didn't have any specific integration with Prismic headless CMS. However, the Scaleflex team worked jointly with AKQA's technical team to provide them quickly with an efficient plugin, relying on powerful APIs capabilities.
- Quick Prismic Integration:** Filerobot DAM REST APIs provide all what APRIL needed to upload, store, move/delete and add metadata on each assets to improve the search capabilities. The sync between Prismic library and Filerobot is done automatically to make sure the assets are safe. All this, while respecting their compliance policies: cloud storage is limited to data centers in France, provided by a local cloud hosting company.
- Enhanced Media Performance:** Filerobot includes natively all media compression, optimization, on-the-fly resizing, responsive libraries and CDN delivery to boost SEO and improve the UX on their websites.

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

Find out other success stories with Filerobot [here](#) !



"Centralizing our assets and being able to be in control of their distribution, which is done in a simple and optimized way, is a real advantage for our different applications."



Thomas Hardy,
Web Project Manager &
Product Owner at APRIL