

8 TOP CONSIDERATIONS

for Cloud Image Management



Online images used to be simple. In the past, they weren't the focal point of a page — there were only a handful of images on a given page and all users were viewing online images on a desktop with dial-up. That has all changed. Today's web pages are dynamic, filled with images and viewed by end users on different devices with varying connectivity. As audience expectations for *rich web experiences* have grown, so has the requirement to deliver increasingly image-heavy web applications. The problem? The cost and complexity of creating, storing, and delivering web images tailored for every device poses a significant challenge for businesses, but failing to address the increasing diversity across devices and networks will lead to a poor and inconsistent user experience. Current solutions don't solve this problem completely.

When considering a *Cloud Image Management solution* ask yourself:

1. Does it integrate and start working with the flip of a switch?

You don't have months, weeks or even days to integrate a new image management solution. Look for a solution that can integrate seamlessly into your CMS and start optimizing image size, quality, and format at the flip of a switch. It should also create and deliver transformed images without changes to image URL's on your website.

2. Can it improve operational efficiency by streamlining your image management process?

The web image workflow is complex and time intensive, involving many steps and departments who don't always talk to one another. From creating the online image, applying art, creating technical versions, storing and finally, delivering the right image to the right device, the process can be both expensive and time consuming. Simplify workflows and save valuable staff resources by automating performance, quality and artistic attributes that adhere to your business and technical requirements.


3. Will it reduce your team's time to market for your responsive web strategy?

Reduce complexity and automatically serve optimized images to end users based on their characteristics. Reduce time to market, provide a better image experience and negate *RWD performance* penalties due to over-downloading. Developing and updating responsive or mobile code to choose the right web image by the device takes expertise and resources many companies don't have.

4. Is it intelligent enough to operate and respond in real time?

Drive revenue by delivering the best possible web image experience to the end user based on their real-time conditions. DIY and other solutions require figuring out and writing code — something many companies may not be equipped to do. Additionally, every time new devices are released or platforms are updated, new logic needs to be written and integrated. Rather than deal with this internally, utilize intelligence found at the edge of the Internet that identifies inputs for a particular user at a particular time. Then optimize, transform and deliver the best image in real time based on device, browser, viewport, resolution, and more.

The average web page is now over 2MB, and 60% of that comes from image weight.



5. Are you reducing infrastructure costs?

Offload your origin and store only a single pristine image in the *cloud to free up infrastructure* and place content closer to the end user. It's costly and untenable to store thousands of images, and their variants, at your data center. Let's do the math. 4 angles x 3 categories (main, zoom, thumbnail) x 3 formats (jpeg, WebP, GIF) x 2 aspect ratios x 3 qualities = 108 image variations for every image on your site - and that's a conservative estimate.

6. Does it offer flexibility to make changes based on your business requirements?

Look for a *cloud image management solution* that is customizable and provides multiple options. To best deliver online images, utilize a user interface or APIs that provide for policy-based dynamic image manipulations. This will allow you to maximize functionality, standardize attributes, and adapt to changing requirements more easily.



The average web page has 60 images.

7. Do you receive performance benefits in addition to reducing complexity?

In addition to automatically optimizing the quality, size, and format of your images at the edge of the Internet, cache and deliver your images from servers physically closer to end users for faster *web performance*. You can't provide the best image experience to users if it takes too long for the image to load.

8. Are you leveraging an existing globally distributed platform?

Use an intelligent layer of logic that is inline with your site delivery equipped with all the controls you need to take advantage of the benefits of a fast, scalable, secure global *CDN*.



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