Cloudinary Secures Role as Preferred Media Management Solution for Wide Array of TO THE NEW Clients

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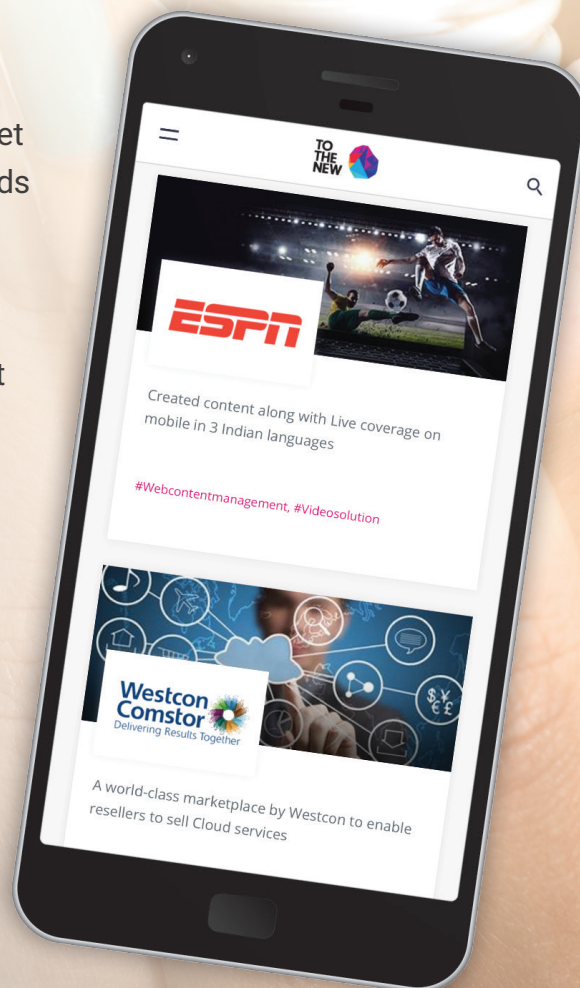
Solution

TO THE NEW has been using Cloudinary since July 2014 to meet its clients' image and video management and optimization needs when developing websites and mobile applications. The firm has tried other solutions on the market, but Cloudinary's ease of integration and ability to transform and optimize images and videos to improve page performance and load time has made it the go-to product for all clients that have rich media needs.

Results

Faster Time to Market

Improved **User Experience**

Increased **Customer Satisfaction**

ESPN

Created content along with Live coverage on mobile in 3 Indian languages

#Webcontentmanagement, #Videosolution

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Company

TO THE NEW is an India-based premium digital technology company that provides end-to-end product engineering and digital transformation services to Fortune 500 companies and Silicon Valley startups across the globe. The company's services include user experience design, web and mobile application development, Cloud, DevOps, data engineering, blockchain, testing and infrastructure managed services. With a focus on agile development, TO THE NEW prides itself on being able to respond to change and pivot fast to create the best market fit products with a quick turnaround time.

The Challenge: Image and Video Management for a Wide Array of Use Cases

As a product engineering firm, TO THE NEW (TTN) works with a variety of clients to develop complex websites, mobile apps and over-the-top (OTT) solutions. Knowing the power of images and videos, these clients – ranging from ecommerce companies to fashion brands to travel firms – seek to incorporate large quantities of rich media into their projects to help increase visitor engagement and sell their products.

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Many of TTN's clients had their own ideas about how images should be managed. Some wanted to use their own servers and file management systems, while others wanted to put all of their media in Amazon S3. When taking either of these approaches, the developers and clients found that performance was not what they anticipated. "Putting images in their own server file system resulted in page loading time that was extremely slow," said Shashank Kumar Gupta, a TTN technical solutions architect. "Moving them to Amazon S3 enabled us to improve the load time, but we were unable to do the needed transformations."

Some clients thought that designing their own custom image management system would solve these problems, but Gupta advised against that because doing so could significantly increase the time to market for the client's website or application. So TTN began looking for other off-the-shelf options that it could leverage to avoid product development delays and improve image and video performance for its clients. "It didn't makes sense to build out a solution that already exists in the market," Gupta added.

The Cloudinary Solution: Ease of Integration and Optimized Performance

In researching other commercially available image management solutions that could become a component of TTN's agile development approach, Gupta discovered Cloudinary and put it to the test as he was creating a new ecommerce platform for a fashion company. The company had millions of images of apparel that it was selling online, and needed to show multiple views and close-ups of each item to appeal to potential buyers. "With so many images on the site, our load time initially was severely impacted," Gupta recalled. "But using Cloudinary's optimization parameters to adjust quality and image size, we saw a significant improvement in page performance and faster image loading times."

Since that first project, Gupta has recommended Cloudinary for image and video management to a number of clients across different verticals, including a travel, e-commerce, telecom, OTT and more.

With this experience, Gupta has come to realize that the Cloudinary solution is extremely beneficial for any development team, for three key reasons:

- It's easy to set up – Gupta said he can have a client's image management solution up and running within 30 minutes using Cloudinary, a big difference from custom development, which could take weeks, even months, to create all the features and functionality innately available in Cloudinary.

- Transformation capabilities – These are a "big lifesaver" for TTN developers, who must ensure that content is responsive and looks good regardless of the device end users are viewing it on, and optimized for fast delivery.

- It's a differentiator that TTN uses to create, and deliver, value to its customers. Because they don't have to expend extra efforts to build a media management solution, TTN developers are free to focus on the core mission of product development for customers with the knowledge that their media challenges are solved.

"Cloudinary takes the burden out of handling images and videos, and easily supports the needs of our client needs at scale," Gopesh Verma, assistant vice president, Technology for TTN, added. "We not only achieve a faster time to market for our clients by not having to create our own image management solution for each project, but Cloudinary enables us to provide additional value to our customers by ensuring optimization of all images and improving their user experience with faster load time and less bandwidth usage."

The Results: The Best Choice Available on the Market

Initially, clients don't always understand the value of using a service like Cloudinary as part of the project, Gupta observed. But they quickly change their mind when they see the data. Using their own file servers can take 4 seconds, on average, to load an image on their new site. But Cloudinary delivers and loads it within milliseconds.

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More importantly, Gupta noted, is the ability to optimize the images for responsive design and use by customers who many have limited bandwidth. By delivering the right size and format image, suited for the customer's device and bandwidth constraints, TTN's clients can ensure the best possible interaction with their site or app, which in turn boosts conversion rates and customer satisfaction.

"When we work with businesses that are heavily dependent on images, we have determined that Cloudinary is the best choice available on the market for both our developers and our clients," Gupta concluded. "Instead of building a complete Image Management System or relying on another solution that doesn't offer all the features, we can choose Cloudinary – which is already available, easy to integrate and will speed up the time it takes to get our clients projects to market."

About Cloudinary

Cloudinary provides a cloud-based media full-stack platform for the world's top brands. With offices in the US, UK, and Israel, Cloudinary has quickly become the de facto solution for web developers and marketers to manage images, videos and other rich media assets and deliver an optimal end-user experience. Cloudinary has more than 5,000 customers worldwide, including AMC, Bleacher Report, Cars.com, Conde Nast, DoorDash, Fairfax Media, Forbes, Gizmodo, GrubHub, Hinge, Indiegogo, Lululemon Athletica, Outbrain, Stitch Fix, StubHub, Under Armour and Whole Foods Market. For more information, visit www.cloudinary.com.