

# 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, managing and delivering web images to any device, anywhere poses a significant challenge to businesses — and current solutions don't solve the problem completely.

*Akamai delivers over 750 billion online images on its Intelligent Platform™ every day.*

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 creating, managing and delivering images at the flip of a switch — without changes to image URLs or 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 uploading 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 automatically creating image assets that adhere to your business, technical and artistic 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 search, define and deliver the optimal image in real time based on device, browser, viewport, resolution, network quality and more.

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



## 8 Top Considerations for Cloud Image Management

### 5. Are you reducing infrastructure costs?

Offload your origin and store the image and its variants 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 4 formats (jpeg, WebP, GIF) x 2 aspect ratios x 3 qualities = 288 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 and available resources?

Look for a *cloud image management solution* that is customizable and provides multiple configurations to best deliver online images. In addition to an automatic option, utilize API's that allow for policy-based offline image creation and on-demand dynamic image manipulations that allow you to maximize functionality and determine which options are ideal for your business.

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

Create, manage and deliver your images at the edge of the Internet. These images are physically closer to end users, meaning 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?

Consolidate all of your valuable image assets in a single, secure location with all the controls you need, and reap the benefits of a scalable, secure and fast *globally distributed CDN*.

 *The average web page has 60 images.*



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