

REDUCE CLOUD SPENDING BY COMPRESSING IMAGES ON THE FLY

SLOW AND EXPENSIVE CLOUD SERVICES FOR MONETIZING IMAGES

Companies that monetize images to offer products and services need to crush the pressures of running an online business by over exceeding user experience expectations with fast and reliable processing time (postings and retrievals) still while shrinking costs. That is usually done through rapid image compression. Common challenges facing these companies are:

- Slow and expensive methods to archive billions of high-resolution images indefinitely.
- Difficulties in meeting customers' quick delivery expectations.

Smartphone images are captured at far greater resolution than is needed for online photo products like photo albums. The complexity of this high-resolution data makes image compression slow and cloud storage costly. A billion images would cost hundreds of thousands of dollars per month to store in the public cloud.

The brute force approach of scaling cloud resources to keep up with demands makes it more difficult for companies to stay profitable. Even with heavy discounts, cloud storage is expensive. On the other hand, in-house solutions based on open-source image compression software are not fast enough to quickly realize substantial cost savings. This inefficiency leads to high overhead and variable costs.

REDUCE IMAGE SIZES, INCREASE COMPRESSION SPEEDS, AND SHRINK COSTS

Aplicata's OptimaCloud compression solution accelerates the time to savings over in-house, open-source solutions:

- Over 20 times faster compression helps reduce storage costs more quickly.
- Performs 3 times more compression than a typical high-end server.
- Frees up over 40% more computing power.
- Meets customers' demands for quick delivery of quality products.

Plus, save the costs and hassles of hardware procurement, maintenance, and operations. The result is increased profitability and the ability to deliver products to customers more quickly.

COMMITMENT TO EXCELLENCE

At Aplicata, we continue to strive for excellence in innovation, quality, and customer service. Our knowledgeable team is devoted to supporting customers and helping them benefit fully from choosing to deploy Aplicata solutions in order to maximize their profits. That's our commitment.

Please [contact us](#) to learn more about our products and services.