

Scaleflex Delivers High-Performing Media Globally

The SaaS provider runs on Akamai Connected Cloud to enhance digital asset management capabilities



Enhanced scalability



Boosted performance



Gained a reliable partner

Maximizing the ROI of digital assets

Founded in 2016, Scaleflex is a software-as-a-service (SaaS) provider that powers the visual catalog processing of more than 1,300 customers around the world and across industries. To deliver on its mission of helping brands maximize the return on investment (ROI) of their visual assets, the company offers solutions that seamlessly scale and accelerate the delivery of large volumes of images and videos across all online channels. As a fast-growing company and an Akamai Qualified Computing Partner, Scaleflex chose to run its solutions on Akamai Connected Cloud, the world's most distributed platform for cloud computing, security, and content delivery.

Accelerating and simplifying asset management

Since delivering content to market is key for brands, the uploading, storing, managing, and distributing of content assets is mission critical. To that end, Scaleflex develops powerful and scalable solutions that accelerate and simplify media asset management. By calling upon Scaleflex, companies can syndicate and optimize the delivery of images and videos across all channels, increase speed to market by enabling agile content operations, and easily and flexibly launch into new markets with localized content.



Lyon, France

scaleflex.com

Industry

SaaS

Solution

Cloud Computing



According to Charles Hirel, Co-Founder, Board Advisor, Scaleflex, “In response to new market demands for more agility around visual content management, we enriched our media acceleration offering with a powerful, flexible, and scalable digital asset management platform (DAM).” Scaleflex also expanded its partnership with Akamai to provide businesses with a comprehensive solution for optimizing the management of digital content and securing their delivery on web platforms.

Scaling its visual experience platform

As the first visual experience platform to partner with Akamai, Scaleflex works with Akamai to provide online brands with an end-to-end DAM solution. By employing the capabilities of Akamai Connected Cloud – including Akamai’s cloud computing and content delivery services – Scaleflex can provide a visual experience platform that combines the power of artificial intelligence–driven DAM and dynamic media optimization.

As a result, brands can deliver high-quality, fast-loading content to their customers worldwide, no matter where they are located. “By leveraging Akamai’s global network, we help businesses manage and organize their digital assets, and reach their customers with lightning-fast speeds to ensure a seamless and enjoyable experience. Our partnership with Akamai reflects a shared commitment to making content easier to work with, distribute, and monetize,” explained Hirel.

Gaining value through a true partnership

As it has paved the way to provide its customers with enhanced capabilities, Scaleflex has been impressed by its experience of partnering with Akamai. As Hirel said, “There is a culture of excellence at Akamai: Whether discussing a commercial, channel, or technical topic, Akamai’s teams call upon a wealth of experience and expertise to provide us with simple but powerful solutions.”



Our aim is to enable our customers to maximize the ROI of their digital assets, and we can rely on Akamai to ensure best-in-class scalability and performance of those assets.

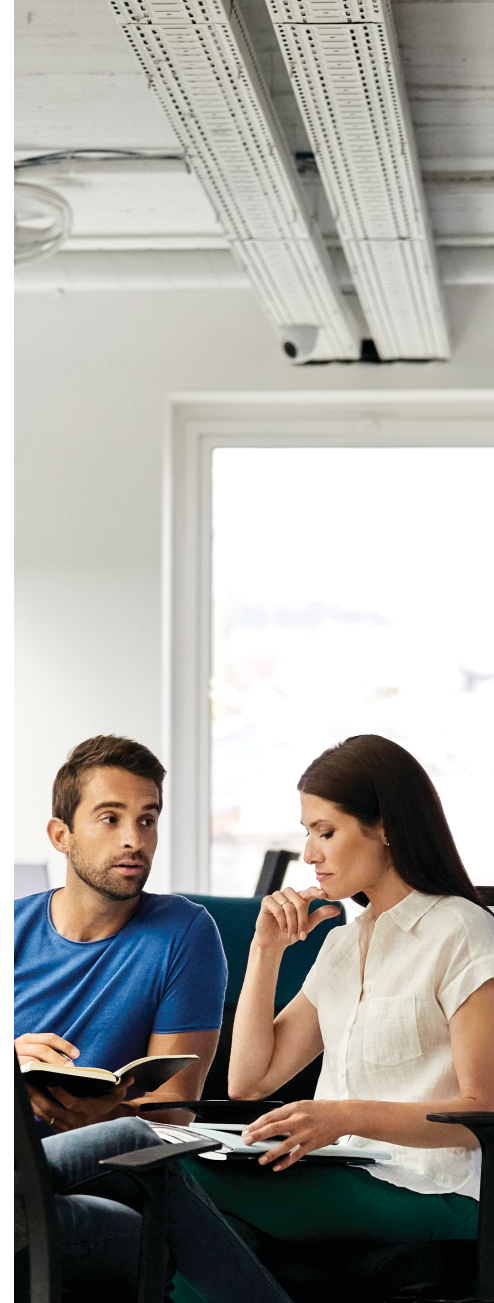
– Charles Hirel
Co-Founder, Board Advisor,
Scaleflex



We are thrilled to partner with Akamai and offer our customers a best-in-class solution for optimizing the management and delivery of their digital content.

– Charles Hirel
Co-Founder, Board Advisor, Scaleflex

Reflecting on Scaleflex’s vision of being a leading company in the DAM space globally, Hirel concluded, “We want to offer world-class services that enable our customers to derive the most value possible from their visual assets. To deliver on this promise, we rely on partners who can offer the best performance and scalability globally, and that’s where Akamai’s investments in the cloud are essential.”



Scaleflex is a B2B SaaS company with a mission to simplify the upload, organization, and optimization of all brand assets. Its MACH (Micro-service, API, Cloud-based, Headless)–certified technology allows marketing and technical teams to easily manipulate media from any back office (CMS, PIM), accelerating content to market.

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