filespin   XXL

Industry
Online Retail

Size
700

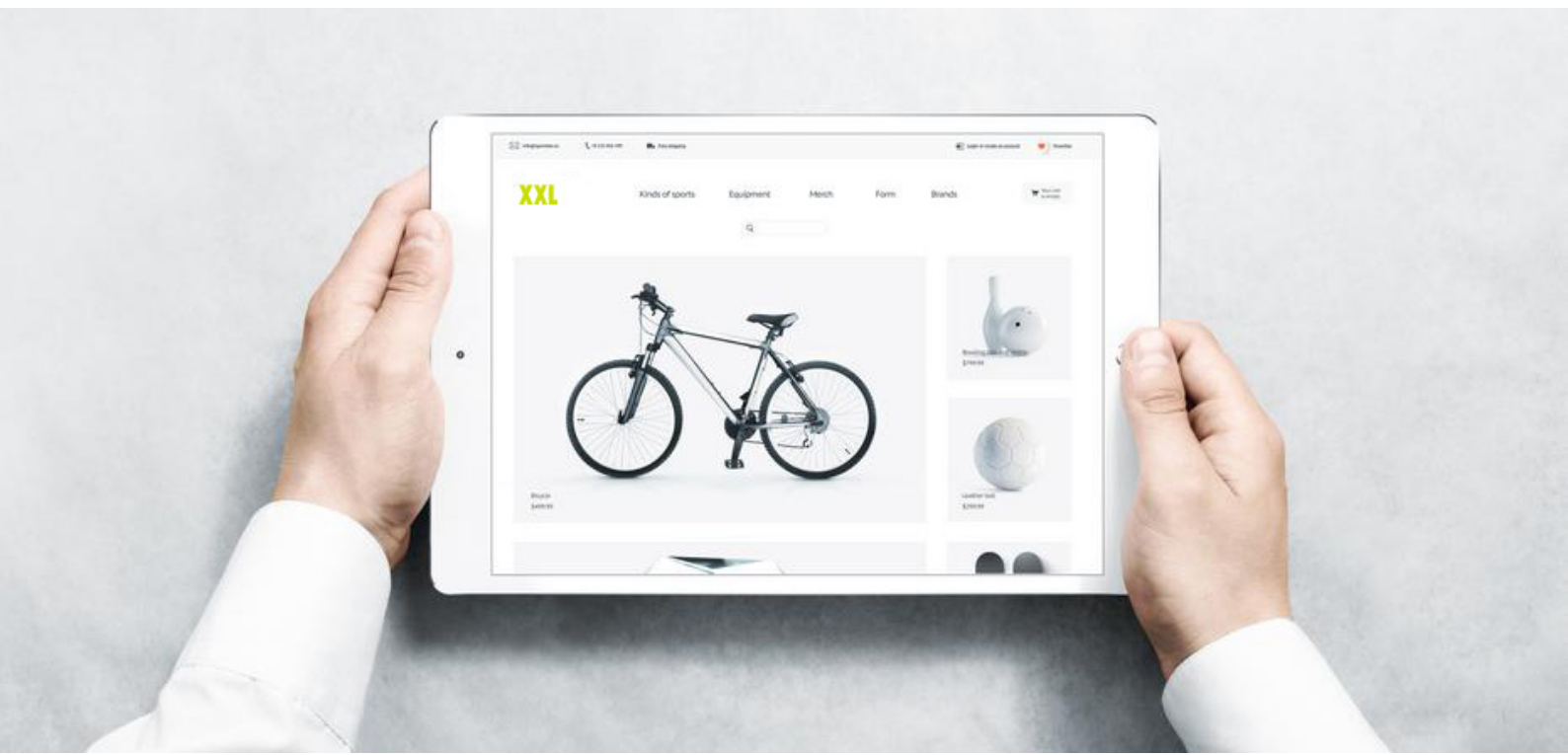**Most concerned**
DAM, Dynamic image resizing and CDN

Moderately concerned
Video transcoding

Challenge

XXL is one of the largest sports clothing and equipment retailers in the Nordics with physical stores and a growing complement of online retail websites. In order to meet their online retail growth demands, XXL required a robust Digital Asset Management system (DAM) solution to manage product images, videos, and associated metadata. In particular XXL wanted their to DAM to provide:

- Highly-reliable and robust file upload solution for suppliers across the world to upload product images and videos

- A Content Delivery Network (CDN) solution with close to 100% uptime for displaying images and videos on their retail websites across each of their country-specific retail sites

- Ability to upload multiple source formats for images and videos such as BMP, JPG, TIFF for images, MOV, MP4, etc. for videos

- Reliable image transformation

- Image auto-tagging; using best-in-class Machine Learning to help their media managers to perform their daily duties of searching, cataloguing, and connecting product media to their eCommerce system (SAP Hybris)

- Migration of hundreds of thousands of existing product images, videos and documents into FileSpin
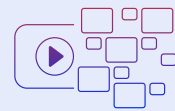
Solutions deployed for customer

XXL selected from the suite of product offerings from FileSpin
to create their custom solution.

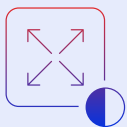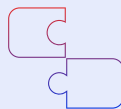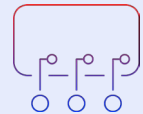Migration of product media
from older system
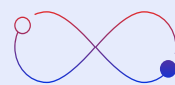
Video
transcoding

Image
transformations

Webhooks
with AWS Lambda

FileSpin API integration for
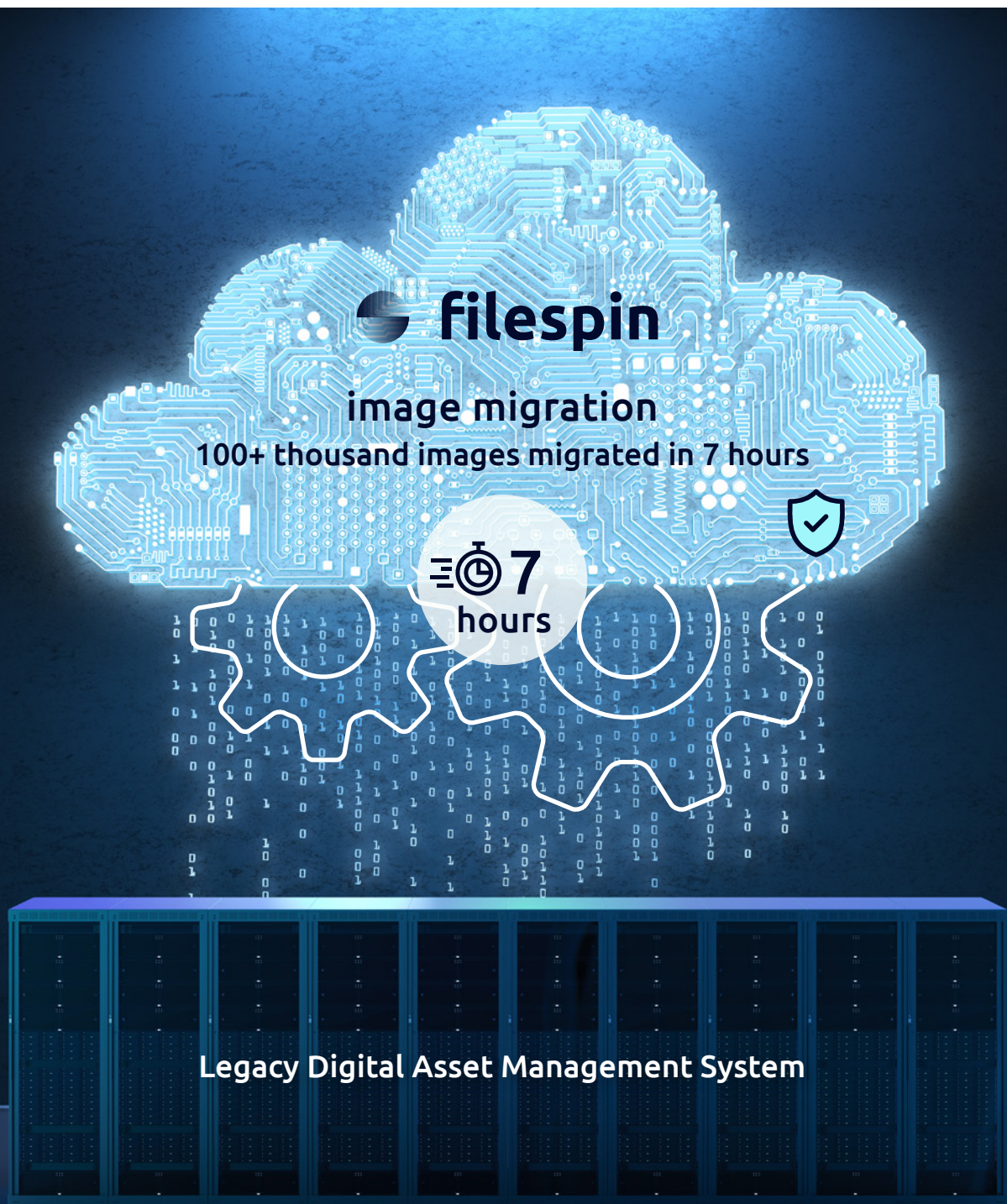SAP Hybris PIM system

Image Auto-Tagging with
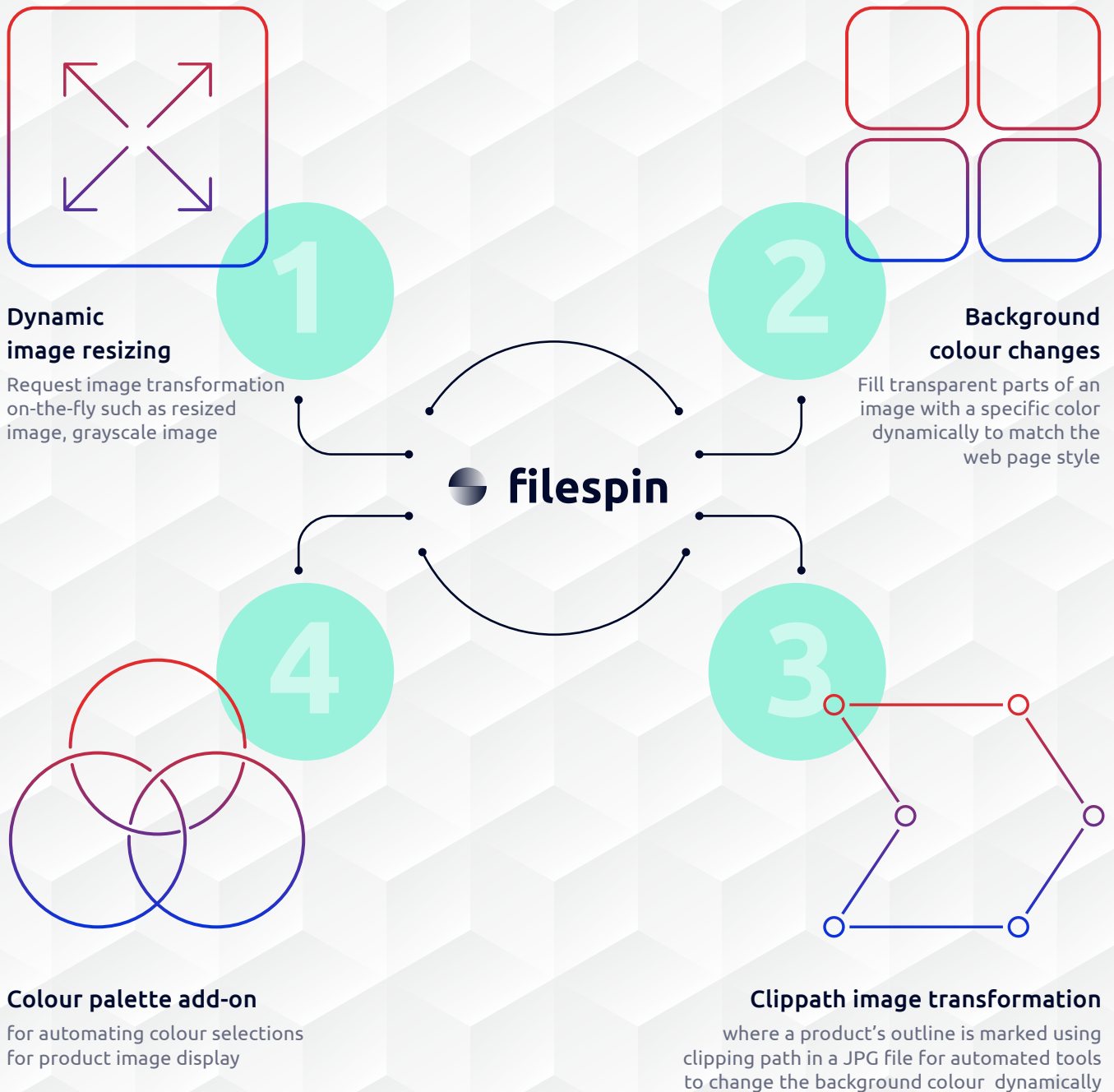Machine Learning

Custom
Enterprise CDN

Migration of product media from older system

One of the main challenges in any digital transformation project is the migration of assets from older System into newer System. XXL's existing system hosted hundreds of thousands of assets which needed to be migrated into FileSpin without any downtime to the online retail websites. Working with XXL team FileSpin carefully planned and managed the asset migration process. The team was able to seamlessly and successfully migrate all the assets within a short span of 7 hours. As a result, XXL was able to turn on the new FileSpin based product media solution overnight for their online retail websites. This was a significant achievement in the project.
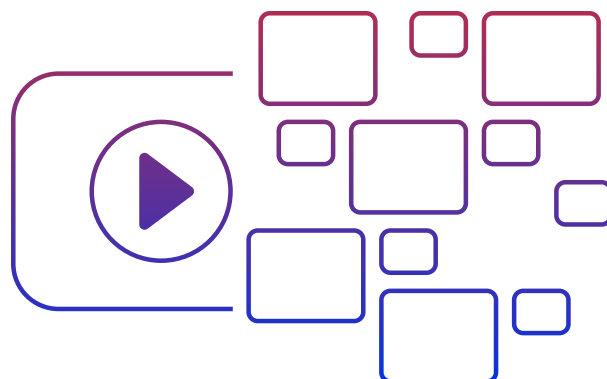
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image migration
100+ thousand images migrated in 7 hours

7 hours

Legacy Digital Asset Management System

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Image transformations

To support their ecommerce store, XXL applied 4 core image-manipulation tools:

1

Dynamic
image resizing

Request image transformation on-the-fly such as resized image, grayscale image

2

Background
colour changes

Fill transparent parts of an image with a specific color dynamically to match the web page style

filespin

4

3

Colour palette add-on

for automating colour selections for product image display

Clippath image transformation

where a product's outline is marked using clipping path in a JPG file for automated tools to change the background colour dynamically
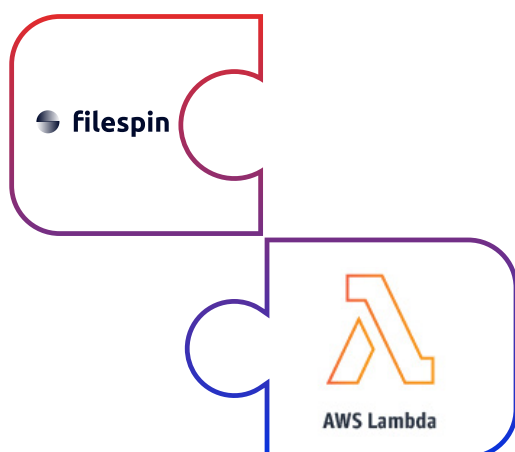
This combination allowed the product management team to automatically collect colour information from the existing image. And then dynamically size and display product images to highlight the product by perfectly blending each item with its surrounding colour palette.

Video transcoding, including HTTP Live streaming and Storyboarding

XXL enabled SD, HD and HLS video transcodes for product media for online delivery. Coupled with the custom CDN, this provided rapid processing and delivery of product videos. In particular, HLS video delivery massively improved the end-user experience – essential to conversions in the ecommerce sector. FileSpin's intelligent image selector uses the video storyboard to select the best thumbnail to show for a video, automatically saving time for XXL media managers.

Webhooks with AWS Lambda integration

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AWS Lambda

Webhooks provide the ability to receive callbacks from FileSpin Cloud into a customer's own web infrastructure in a standardised and secure manner. FileSpin webhooks are integrated with XXL via AWS Lambda such that asset events such as uploads and metadata updates are automatically sent to XXL systems in real-time. This maintains data integrity and provides XXL users with the latest product media data within their workflows without any delay.

01
FileSpin DAM
Automatically send global uploads, image and video transformation data and product media metadata

02
XXL eCommerce System
Receive data via Webhooks and automatically update eCommerce System

03
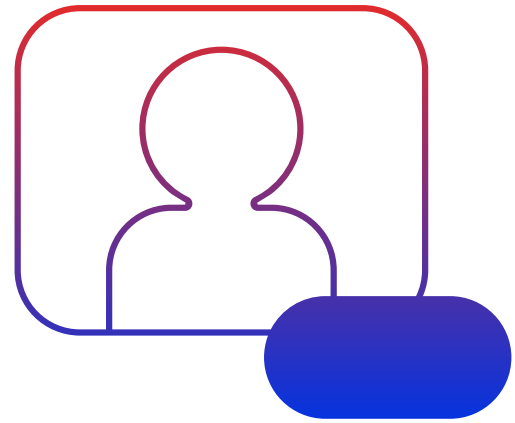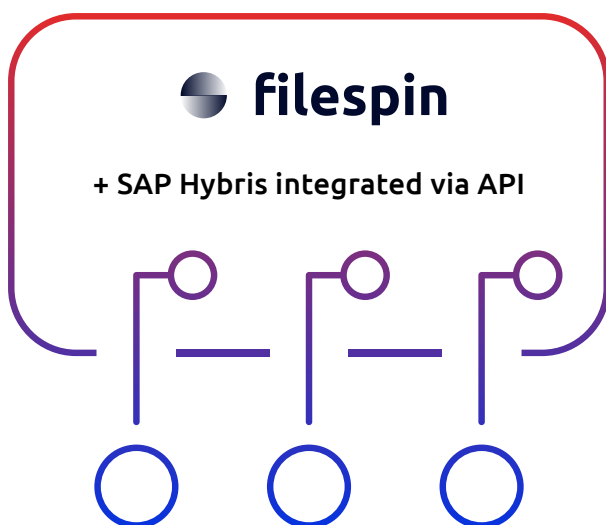**FileSpin CDN**
Deliver dynamically sized images and videos

FileSpin API integration for SAP Hybris PIM system

XXL uses SAP Hybris for PIM. Product media management via Hybris' own media library can quickly overwhelm product media managers. FileSpin's SAP Hybris API integration allows all XXL's media assets to be hosted and managed in secure Cloud, leveraging performance-enhancing functionalities such as regional caching for reduced latency, i.e., assets are served to users from a geographical location close to their own.

With the customised Hybris/FileSpin integration, XXL employees who are already familiar with Hybris are able to retain their existing workflow. Media managers work within the Hybris web interface with the added benefit of using a Cloud-based DAM rather than being tied to the Hybris media library. This gave site administrators far greater control over their media assets by integrating with FileSpin's rich API set.

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+ SAP Hybris integrated via API

Image Auto-Tagging with Machine Learning

By using ML to automatically tag images, FileSpin simplifies how media managers search, find, review, and link product media with product pages within their ecommerce system.

As soon as images were uploaded, the FileSpin ML pipeline analysed those images, extracted objects and features and tagged them for search (such as: "Wilson tennis racket" for a tennis-related sports image). These tags were automatically added as metadata to the image, which can then be reviewed and updated by media managers.

Custom Enterprise Content Delivery Network

FileSpin deployed a custom enterprise CDN for XXL with very low latency deliveries. Coupled with API integration for pre-caching and cache purging, XXL is now able to manage product media on online retail sites reliably and deliver an enriched user experience for online shoppers.

Outcome

XXL occupies a highly competitive retail space in which getting to market faster than the competition is an essential component to success. FileSpin's DAM supported efficiencies in their product department on multiple fronts:

- Faster product asset workflows (media review, tagging, and linking with the ecommerce system)
- Suppliers submit product images as soon as products are ready via file uploads

With shoppers proving themselves very sensitive to page load speeds, XXL enjoyed increased conversions and sales due to users spending more time on XXL's low latency website.

In addition, FileSpin provided a far better ROI than the existing system. XXL moved from a traditional on-premises DAM to FileSpin's cloud-based solution – saving substantially on hosting, IT, and IT staff costs.

Click here to book a consultation

FileSpin helps manage product images/videos, deliver dynamically-resized images and videos via superfast Cloud CDN.