SIMPLOTEL

GUMLET

36% image optimization and 61% cost reduction. How Simplotel transformed it's media pipeline with Gumlet.

Altamont Hotels (Jamaica), Casa Solana (Mexico), Hablis (India), and **3000+** premium hospitality chains across **26 countries** have something in common - they all use Simplotel to manage their bookings.

Simplotel builds websites and booking engines for hospitality teams worldwide. This means managing **millions of visitors** every day across **thousands of websites** with **tens of millions of images**. They had no bandwidth to lose.

As Simplotel scaled, its image optimization tool, Cloudinary, no longer met its needs.

What wasn't working:

Excessive bandwidth usage due to larger image sizes.

Increased CDN costs that wasn't sustainable.

Manually resizing images and creating transformations

Excessive bandwidth consumed by **GIFs**

Website performance and conversions are pivotal to our business. We observed an immediate improvement in our clients' web vital scores. This led to a 16% average increase in traffic within the first 60 days of moving to Gumlet. The cost we saved without compromising quality is an added bonus.

- Tarun Goyal
CEO, Simplotel

Migration:

Along with performance improvements, Gumlet offered something unique: **100% Cloudinary-compliant APIs**. This enabled Simplotel to keep using the same transformations, with **36% better compression**.

Working with marquee clients means **zero tolerance for downtime** during migration. With our on-call support and our migration engineering team, all Simplotel had to do was:

1. Build a backup images storage bucket on S3
2. Duplicate data from Cloudinary image storage to S3
3. Link the S3 bucket to Gumlet
4. Point the image host name to Gumlet servers

and they were done. This process required **no code & API changes**. With **ZERO downtime.**

After checking in, Simplotel got a serious upgrade:

- Their average image optimization changed drastically:
  - **97% optimization** over original images
  - **36% over Cloudinary**
- Bandwidth consumption **reduced by 37%**
- A drastic **reduction of 61%** in the cost of operation
- **Auto-optimization on GIFs** across their websites
- Complete **video hosting** solution with extensive APIs
- **99.95%** uptime SLA.

That's not it. Simplotel also has **24/7 live support** with a dedicated account manager and technical engineer for faster resolutions.

Transformation in numbers

97%

size reduction to original image

36%

more optimization than Cloudinary

37%

lesser bandwidth consumption

61%

reduction in operational spend

2 Days

Image migration time

Zero

downtime throughout

Talk to us about optimizing your media pipeline

Book a call