Cloudinary

Game, Set, Match. Babolat Aces Media Management with Cloudinary.

Went from 17 storage solutions to a single DAM platform

Rapid launch of a brand website in 8 countries

Eliminated workflow inefficiencies with automation

For more than a century, **Babolat** has been a leader in B2B racquet sports equipment sales in France and throughout the world. But as the company began planning the redesign of its brand website to roll out its B2C e-commerce business, it knew it needed a digital asset management (DAM) solution to be at the center of these changes and digital transformation. Babolat selected Cloudinary for its modern approach to DAM, as well as its ability to deliver dynamic transformations of images and videos, and mobile responsiveness — all of which were critical for positioning its brand as it moved into the consumer market.

Babolat

INDUSTRY
Sporting Goods

SIZE
201-500 employees

HEADQUARTERS
Lyon, France

> "Cloudinary gave us a single platform for all the teams working with assets, and we also benefit from a more tightly integrated technology stack. The ability to manage the entire lifecycle of assets—from creation to delivery—as well as its seamless integration with our e-commerce platform and PIM system offered tremendous benefits and set Cloudinary apart from competitive solutions that focus on storing and sharing media assets."

— **Guillaume Sérodon,** digital project manager, Babolat

ABOUT

Babolat

Headquartered in Lyon, France, Babolat is the oldest international brand specializing in racquet sports, whose equipment is used by many of the world's best players. Since the invention of natural gut strings for racquets in 1875, Babolat continued its long-standing tradition of innovation in support of players and the game by continuously adding racquet-sport equipment to its product portfolio. Today, Babolat provides equipment for all tennis, badminton, and padel lovers.

THE CHALLENGE

Delivering Media-Rich E-Commerce Experiences Globally

After more than a century of selling racquets and strings in a business-to-business model, Babolat embarked on an ambitious project to materialize its direct-to-consumer approach through the expansion of its existing model to integrate e-commerce functionalities. Planning to launch a new brand website in eight Asian and European countries in 2020 and the United States in 2021, Babolat focused on designing an e-commerce ecosystem that featured inspiring videos of top players using its gear, as well as an image-rich website that showcased its products and brand.

Knowing they would need to be able to handle a variety of assets — product images, player videos, and brand assets — Babolat's team started researching various DAM solutions to enable efficient management with a centralized library of assets and the ability to easily share with external teams. But as they were exploring options, they also realized they needed a way to transform and optimize media, as well as deliver it seamlessly to audiences around the globe, across all the viewing devices and bandwidth. And whatever they selected would need to work with their existing deployments, including the Akeneo Product Information Management (PIM) system, Salesforce Commerce Cloud, and other systems.

> "Being in the sports industry, we have the opportunity to play on inspiration, using visuals and motivational videos. Media assets are very important for us as we position our brand for racquet sports lovers in the market."
>
> — **Emilien Chareyron,** digital and e-Commerce program manager, Babolat

THE CLOUDINARY SOLUTION

Easy Implementation and Integration

Babolat selected Cloudinary because of its diverse functionality. Not only could Cloudinary host images and videos, but its integration with content delivery networks (CDNs) also supported optimal performance for an international company targeting four continents. The ability to use URL-based automation also made it easy for the web team to manipulate and optimize images on-the-fly for mobile responsiveness.

Game, Set, Match. Babolat Aces Media Management with Cloudinary.

Cloudinary

> "We already had over 50 different tools doing various things, so simplifying our workflow was a no-brainer. Cloudinary gave us a single platform for all the teams working with assets, and we also benefit from a more tightly integrated technology stack. The ability to manage the entire lifecycle of assets—from creation to delivery—as well as its seamless integration with our e-commerce platform and PIM system offered tremendous benefits and set Cloudinary apart from competitive solutions that focus on storing and sharing media assets."
>
> — **Guillaume Sérodon,** digital project manager, Babolat

Babolat has already implemented two of its initial use cases for Cloudinary, meeting the prerequisites of its website launch. The first is related to product images—such as snapshots of racquets—for which they've developed a specific workflow. These are implemented on the company's SharePoint collaboration tool, then transferred to Cloudinary, where custom metadata gets added for integration with the Akeneo PIM system before being published across digital catalogs. The second use-case concerns the delivery of marketing assets that are created and managed in the Cloudinary DAM. Babolat uses Cloudinary's URL-based transformation capabilities to ensure that each image is delivered in the right format, resolution, and quality for every user, thus allowing the team to launch its website content faster while still making sure the customer's experience remains optimal.

Additionally, this process enables the team to crop images, manipulate video, and add legal disclaimers or text overlays with simple manipulation parameters. Babolat also takes advantage of Cloudinary's automation.

> "About 90% of the cropping and resizing is automated, saving us significant time and resources."
>
> — **Guillaume Sérodon,** digital project manager, Babolat

With more than 5,000 product assets mapped to their respective product information, and delivered as high-performance, responsive experiences, the benefits of Cloudinary are indisputable. It has also enabled Babolat to improve its average performance to 94% in Google PageSpeed Insights with successful audits of media formats and delivery times.

THE RESULTS

Seamless Integration and Foundation for Future

The ease of implementation and use of Cloudinary enabled Babolat to meet its timeline of launching a new website and set the stage for its entrance into the U.S. market in 2021, all this in simply six months after signing up for Cloudinary as the DAM platform.

Game, Set, Match. Babolat Aces Media Management with Cloudinary.

Cloudinary

> "At first we thought Cloudinary was too big and complicated for what we wanted to do. But because it is cloud-based, supports API-based integration with many other applications, including Salesforce Commerce Cloud, has a user-friendly interface, and offers cutting-edge innovation, it was easy to implement and does everything we were looking for and more."
>
> **— Guillaume Sérodon,** digital project manager, Babolat

"We still have a huge roadmap for which we want Cloudinary to be a central component," Chareyron concluded. "Cloudinary's 360-degree service offering provides us what we need to continue supporting our e-commerce website, while working with distributors on the B2B side to offer them the much needed solution to take full advantage of our media content."

Babolat's asset lifecycle management has matured dramatically thanks to Cloudinary. The company is now looking forward to expanding the platform's internal scope from storage and delivery to collaboration and sharing. Beyond the web team using Cloudinary for the international website rollout, Chareyron sees the potential for Babolat's communications and marketing teams to use Cloudinary to support asset workflow, and deliver media assets to all the brand lovers worldwide: employees, distributors, retailers and, of course, consumers.

About Cloudinary

Cloudinary's end-to-end solution makes it easy to upload, store, manage, manipulate and deliver images and videos, efficiently and effectively. Cloudinary has quickly become the de facto solution used by web and mobile application developers at major companies around the world to streamline image and video management and deliver an optimal end-user experience. Among Cloudinary users are Conde Nast, Bleacher Report, Forbes, Wired, TED, Under Armour, Lululemon, Whole Foods and many others.

For more information, visit **www.cloudinary.com** or follow on **Twitter**