

Digital Performance Optimization for Furla

- LINODE - AKAMAI CONNECTED CLOUD
- GLOBAL E-COMMERCE DELIVERY
- DELIVERY IN CHINA

- SASE ARCHITECTURE
- AKAMAI CONNECTED CLOUD

Furla, a global fashion industry icon, has been at the forefront of digital acceleration in an increasingly connected world, ensuring an impeccable user experience on a global scale. **The challenge was to deliver excellent web performance worldwide, including in China**, notoriously challenging due to the Great Chinese Firewall. This case study explores how **Criticalcase**, in collaboration with Furla, overcame this challenge through innovative solutions.

The partnership between Furla and Criticalcase began in 2017 with the shared goal of **optimizing the digital performance of the Furla website**. Over the years, the synergy between our companies has strengthened, with Furla's IT/Digital departments and Criticalcase's Performance Engineering working collaboratively to achieve performance improvement goals.

The challenge

To deliver excellent web performance worldwide, including in China, a notoriously challenging task due to the Great Firewall. This case study explores how Criticalcase, in collaboration with Furla, overcame this challenge by implementing innovative solutions.

FURLA
SINCE 1927 ITALY **Akamai** | Elite Partner

Distribution Strategies with Akamai

Leveraging Criticalcase's extensive experience in the fashion industry, we collaborated to develop content distribution strategies, with key implementation being the integration of Akamai. This significantly improved the loading speed of Furla's website pages, ensuring a fast and seamless browsing experience. **Performance optimization** is essential to ensure a fast and seamless browsing experience, meeting the needs of Furla's customers in terms of fluidity and immediacy in content consumption.

Web Performance Optimization

Starting from scratch on a new **e-commerce platform**, Furla and Criticalcase strategically focused on the immediate distribution of digital content through **Content Delivery Networks (CDN)**, marking the beginning of a journey towards global performance optimization.

Overcoming the Chinese Firewall

A significant challenge was ensuring access to Furla's digital contents in **China**, known for the restrictions of its strict firewall. **Criticalcase** adopted an **advanced strategy** by implementing **Quantil**, a solution designed to optimize content delivery in complex environments like China.

Quantil's technology proved crucial in mitigating latency, optimizing content delivery, and overcoming typical network congestion challenges in China.

Thanks to the **collaboration with Criticalcase** and the implementation of solutions such as **Akamai for global delivery** and **Quantil for Chinese delivery**, Furla was able to deliver e-commerce content to all nations served by our platform from the outset.

“Mutual trust - states **Domenico Leone, Head of Digital at Furla** - has only increased over the years: in fact, we have found in Criticalcase a tireless partner always ready to assist us in every challenging situation, regardless of the day and time, to the point of perceiving them as a harmoniously integrated part of our team. Many times, we have asked Criticalcase for solutions to problems from which we couldn't find a way out, and often, their suggestions have proven invaluable.”

Infrastructure Expansion and Technological Adaptation

Over the years, Furla has entrusted Criticalcase to cover crucial areas of our IT infrastructure, thanks to their multi-vertical expertise. The first **SASE integration** by Furla originated from Criticalcase's suggestion, leading our companies to embark on a new path together.

Linode – Akamai Connected Cloud

With the support of Criticalcase, Furla successfully implemented a **Digital Asset Management (DAM)** system based on **Akamai Cloud Storage** and **Image Manager**. This system provides a secure and scalable repository for images and videos, ensuring fast access and optimizing image display on the site. The results include **efficient resource management, rapid global distribution, and an enhanced user experience**.

Creating such a deep and sincere partnership with a client is rare, and we are confident that this success story will only become more solid over the years.

We know the customer so well, says **Alessandro Zoncu, VP of Sales at Criticalcase**, that even when faced with radical technological changes over the years, we have always intervened in designing new solutions very quickly. A practical example is the recent need to build a delivery platform on the Cloud, leading Furla to adopt the new **Akamai Connected Cloud**, given the recent acquisition of the **Linode** brand.



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