# Section

## Optidash

E-commerce is a race to the click. Optidash is an enterprise grade toolbox that gets you there fastest.

# Section + Optidash

**Speed drives positive UX** throughout the digital journey. The correlation between page speed and all of the following is direct and significant: page ranking, visitor retention, conversion rates, user ratings and customer lifetime value.

**The lesser of two evils?** In the choice between high page speed and high quality images, speed is often sacrificed for quality. Generally, it works like this: quicker page speed = less bytes = less quality. **Or the best of both worlds?** Optidash understands what the human eye sees. It reduces byte size and allocates reduced volume strategically across any image, resulting in significantly less image weight and no perceptible quality loss. **The benefits are immediate and measurable.**

**OVERVIEW**

By distributing Optidash across Section's global edge network, you're able to leverage advanced, AI-powered image optimization and processing to deliver high quality images at blazingly fast speeds, creating better digital experiences for end users while reducing data backhaul to your centralized infrastructure.

## Why Section?

Section's Edge Compute Platform was uniquely designed to improve site performance, security, scalability, and workflow across your entire organization. The modular architecture allows for easy and flexible deployment of best-in-class solutions, like Optidash, across an expansive global edge network without requiring changes to your centralized infrastructure. With Section, teams can iterate faster, while ensuring their applications remain performant and secure.

## Why Optidash?

Founded in 2016 in Berlin and emerging from stealth in 2019, Optidash has built a complete, AI-powered solution for all image optimization and recompression tasks, providing developers and content creators with the fastest and most accurate image optimization and processing technology. Optidash's enterprise solution comes with all the necessary features for team management.

# Better Together

By distributing Optidash across Section's global edge network, you're able to leverage advanced, AI-powered image optimization and processing to deliver high quality images at blazingly fast speeds, creating better digital experiences for end users while reducing data backhaul to your centralized infrastructure.

### Give your applications a performance boost
Serving bloated, unoptimized images across your web properties results in high latency and user frustration. Optidash's Smart Lossy Optimization technology uses advanced algorithms to strike the optimal balance of image quality and file size, delivering blazingly fast page speeds without sacrificing image quality.

### Reduce hosting costs
By deploying Optidash on Section's Edge, you're able to perform image optimization and processing closer to end users, which translates to less bytes needing to be sent to your centralized infrastructure.

### Deliver high quality user experiences
With Optidash, there's no need to sacrifice image quality for performance. On average, the image optimization engine saves 40% of the initial file size without any noticeable loss in image quality. Optidash supports all major image formats in modern web and mobile development as well as digital photography.

### Improve SEO
Page speed is a key signal that Google uses when ranking search page results. Adding advanced image optimization tooling with Optidash gives your site instant and measurable performance gains, helping boost search rankings so your website is more discoverable for potential customers.
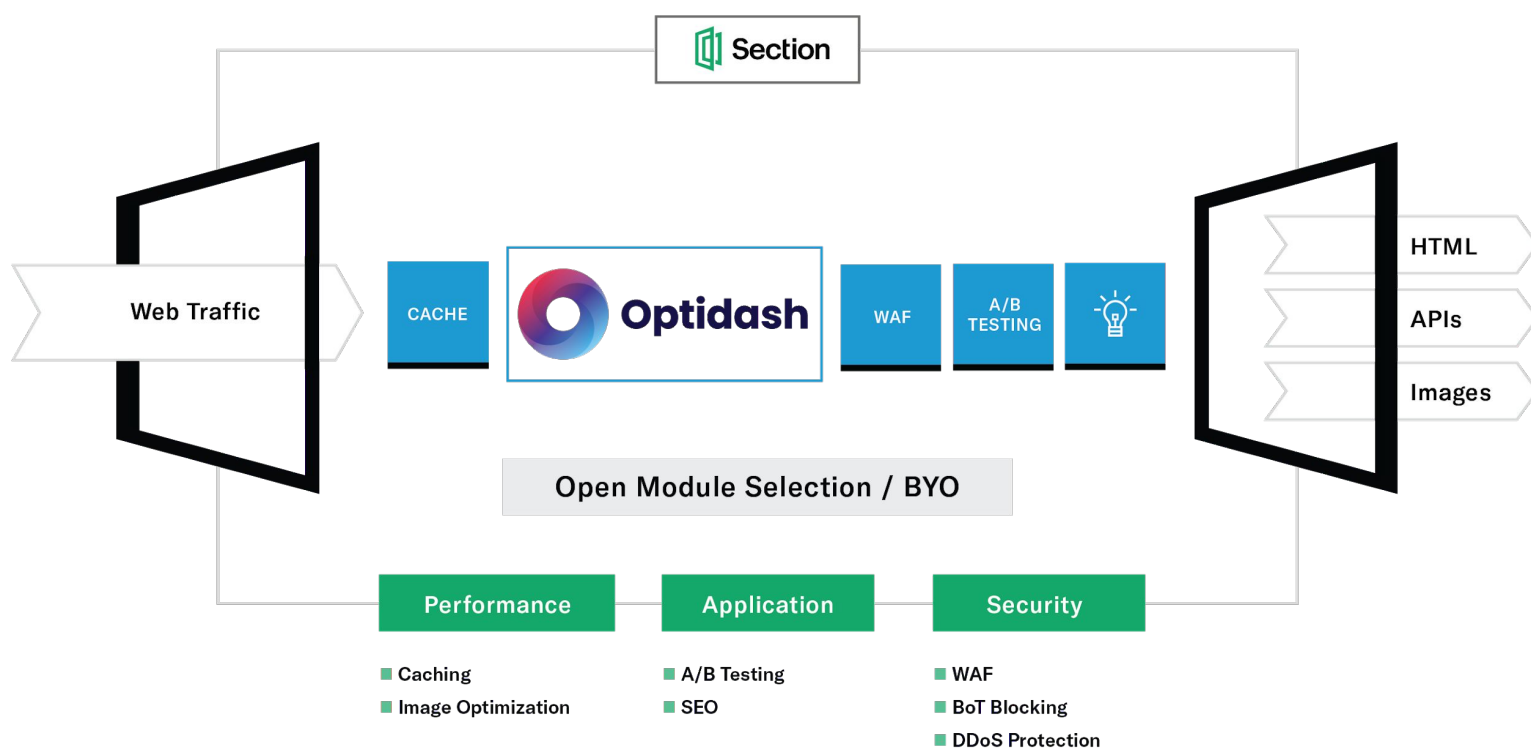
### Leverage advanced machine learning models
Optidash's proprietary machine learning models do all the hard work for you. Trained on millions of images, neural networks detect critical areas of images and accurately predict optimized encoding parameters based on aggregated data.

### Transform images on the fly
Resize, crop, enhance, embed watermarks, and fine-tune every visual aspect of your images without the burden of tedious manual adjustments.

Section

# How Does It Work?

Section's Edge Compute Platform goes beyond traditional content delivery networks (CDNs), leveraging advanced edge computing to supercharge your application acceleration. Optidash sits within Section's delivery chain, providing advanced image optimization alongside additional performance and security features to simultaneously deliver blazingly fast page speeds and the highest quality visual content. By distributing Optidash across Section's global edge network, you're able to optimize images on the fly, closer to end users, creating better digital experiences for end users while reducing data backhaul to your centralized infrastructure.



# Conclusion

Speed and visual quality are equally critical to delivering exceptional user experiences. With Optidash on Section, you get both out of the box without having to deal with the burdens and complexities associated with image optimization and processing in the modern digital landscape.