

# Fastly Image Optimizer

This document provides answers to some of the most frequently asked questions about Fastly Image Optimizer service.

## What is Fastly Image Optimizer?

Fastly Image Optimizer offers a far more efficient alternative to antiquated image delivery workflows. Our Image Optimizer operates at the edge of our network, closer to your end users, so we decrease the latency associated with transforming and delivering images. Just store one version of each image and we'll transform, serve, and cache an optimized version on-demand, removing the burden on your infrastructure. With Fastly Image Optimizer, you can simplify image delivery workflows and reduce infrastructure costs while improving your end user experience.

## What kinds of image transformations can it do?

Fastly Image Optimizer transforms your images on demand. It can dynamically convert, resize, crop / trim, sharpen, blur, change orientation and background color, adjust quality and brightness, and much more! For more detailed information about specific features check out our [documentation](#).

## How does it work?

Fastly Image Optimizer operates via a query string URL API call. When a user makes a request for an image, Image Optimizer does one of two things:

1. Serves the desired image request from cache (cache hit)
2. Transforms the source image based on the parameters in the URL API call (cache miss)

And since the image transformations take place on our platform, we eliminate the extra network hops needed for standalone image optimization services. This drastically reduces latency and simplifies workflows.

## How do you price this service?

Customers pay a monthly premium based on the total number of files served by Fastly that have at any time been processed by the Image Optimizer (this includes images passed through without changes as well as previously processed files that are served from cache). For a custom quote, contact our [sales team](#).

## What kinds of reporting do you provide?

Fastly's real-time log streaming and analytics provide up-to-the-second visibility into how end users are interacting with your webpages so you can understand which image optimizations are most effective at driving desired outcomes. We'll also log information like hits, misses, errors, and more for all of your images so you can find and fix issues rapidly.

## What are the SLAs for this service?

Support availability and response times vary depending on the type of account you have and the level of support you have purchased.

### Initial Response Times

- **Standard Support:** By the next business day.
- **Gold Support:** Severity 1 Incidents within 2 hours. Severity 2 Incidents within same day. All other Incidents by the next business day.
- **Platinum Support:** Severity 1 Incidents within 15 minutes. Severity 2 Incidents within 2 hours. All other Incidents by the next business day.

For more information about our support offerings and SLAs, check out our [documentation](#).

## Does Fastly offer network storage for images and other objects?

Fastly does not offer a storage service. Fastly's services can interoperate with any storage product that accepts HTTP requests, whether that is a cloud provider like Amazon S3, Google Cloud Storage, or your private storage. We are completely vendor agnostic.

In addition, we partner with multiple cloud providers like Google Cloud Platform and Amazon Web Services to offer high-throughput, low-latency access to their storage solutions. Fastly's network is interconnected directly with the network backbone of these cloud providers at many locations around the world.

## I'm using another image optimization service, how hard is it to migrate to Fastly's service?

Many image optimization solutions make you change all of your URLs into their format before you can start using their service. This is a particularly daunting task when working with mobile apps, where changing links is impossible unless you deploy a new version on the app store.

Fastly makes it easy to migrate to our Image Optimizer. Since Fastly is built on a highly customized version of open source Varnish, customers can use the built-in Varnish Configuration Language (VCL) to **modify their existing URLs at the edge of our network** into the Fastly Image Optimizer URL API format. This lets you realize value quickly without having to first update all of your URLs.

## Do you support high-definition displays?

Yes. Images can be presented in ultra high definition allowing you to serve pixel perfect images on everything from mobile devices to 5K monitor displays. We do not charge extra for these high-definition transformation requests, although your bandwidth charges may increase as a result of delivering larger image files.

## Do you offer a free trial?

Yes, we offer a development trial that allows you to test our services free of charge. We allow you to test up to \$50 of traffic for free to ensure everything fits your requirements. Simply sign up for a trial then **contact sales** to request access.

## How do I get help if I have more questions or encounter any issues?

If you have any questions that are not answered in this FAQ please see our [documentation](#) or contact our [support team](#) for assistance.