

Through an optimization project, Hectre have increased the image upload speed of Spectre images by 44%.

## *How did they do it?*

It all comes down to getting closer to our customers.

Previously when Hectre customers uploaded their Spectre images/videos, regardless of where those customers were located, the images would be sent to Hectre's server region of Australia (the nearest to NZ, Hectre's HQ.)

Hectre uses Amazon Web Services (AWS) for its cloud computing. AWS is the world's most comprehensive and broadly adopted cloud platform. AWS works with millions of customers, including the fastest-growing startups, who seek agility and innovation speed.

Through Hectre's optimization project, the team investigated and tested "Transfer Acceleration" with AWS's global network of edge locations. An "edge location" is simply a data center which is located **nearest to our customer**. AWS has 24 regions but has 216 edge locations, meaning Hectre customers around the globe will have an edge location somewhere nearby.

So, instead of the Spectre images/videos having to fly through the cloud to land on servers in Australia, we can now use Transfer Acceleration and Edge Locations to direct those images to whichever AWS servers are closest to our customer, providing great gains on upload speed.

## Amazon Web Services (AWS) Global CloudFront Edge Map

