Case Study

AMR
HAIR & BEAUTY

Creating a parlor for beauty and luxury online.

Australia's favourite destination for hair and beauty supplies turns to WP Engine to deliver online ecommerce.

Industry
Ecommerce

Site
https://amr.com.au/

Challenge
Understanding the importance of engaging digital experiences, AMR Hair needed a trusted platform to build a creative, agile site.

Solution
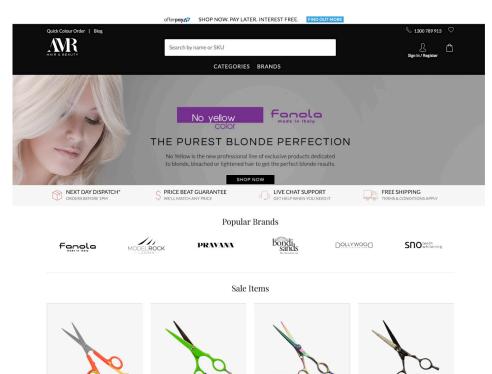AMR Hair turned to WP Engine for its developer tools, workspaces, and ecommerce integrations.

Results
Increased productivity, which has generated additional revenue

AMR is Australia's fastest growing hair and beauty supply enterprise. Established in 2004, we specialise in offering the hair and beauty industry a wide range of high quality cost-effective salon essentials, products, equipment, furniture and accessories. We aim to source, import and supply the finest quality products from across the globe and deliver them directly to salons and customers Australia-wide. The key benefits for AMR customers are product ranges that are exclusive to our company.

"**Our commitment to online sales is the driving force at AMR Hair & Beauty. Our requirements for WordPress and WP Engine are extensive, as are our expectations, but we can confidently say that WP Engine continues to meet them.**"

Ammar Ahmad,
Managing Director for AMR

The challenge.

AMR Hair & Beauty was looking for an effective solution to power the future of their online presence. "As an online business, we are very aware of the fact that our expansion is based on the best possible exposure, position and site appeal," said Ammar Ahmad, Managing Director for AMR.

The first step was choosing to build their site on WordPress. "We chose WordPress on a recommendation from our trusted in-house developers, said Ahmad. Next, the online beauty company began looking for an agile platform that had developer tools, workspaces, and ecommerce integrations to support their blossoming presence online.

The solution.

Again, AMR turned to their developers for a recommendation on an outstanding platform. "Our developers said WP Engine was the best to go with. With our developers' in-depth WordPress knowledge coupled with WP Engine's support team's expertise, our team was excited to implement WordPress to suit our needs. It was a great decision from the very start!" said Ahmad.

One of the biggest makeovers since moving to WordPress and WP Engine was the ability to work as a team. "We love everything about the platform. All features work for us, and singling out even one favorite feature is difficult, as we have a wide range of staff on the platform. I know each individual and team, from artistic to developers, appreciates certain features are vital to their daily jobs. I personally believe the ability to have all staff access predominant areas in one place is highly beneficial and decreases the risk of confusion. It allows our staff to get on top of queries rapidly. We also utilize WorkSpaces, which has helped organize our sites," said Ahmad.

In addition to being a vital platform for communication and teamwork, the team relies on WP Engine's high performance. "We have experienced consistent uptime which is vital with a an e-commerce site of our size. We are regularly adding new products for our customers, so uptime is of utmost importance for us," said Ahmad.

Following a recommendation from their Customer Success Manager at WP Engine, the beauty company also moved to PHP7. "Soon after moving to PHP7, we noticed performance improvements which only added to our consistent uptime that is so incredibly vital to our business," said Ahmad.

The results.

"We are confident that WordPress & WP Engine benefit our bottom line. The platform has increased productivity, in turn that helped us save money and generate additional revenue." said Ahmad.

Ahmad explains further, "Each process in our workflow has a time factor, and being able to complete a given task in a timely manner is the cost saving factor in itself. The flexibility of WordPress and WP Engine as a whole is highly effective and beneficial to our workflow. Since there are cost savings associated for each process in our workflow, it's tough to put a set number to our savings, however, we know WP Engine has saved us a countless amount of time."

WPengine®

"Our commitment to online sales is the driving force at AMR Hair & Beauty. Our requirements for WordPress and WP Engine are extensive, as are our expectations, but we can confidently say that WP Engine continues to meet them. Our whole input on our site has fastly benefited as a result of moving to WP Engine. We are constantly exploring the advantages of WordPress as a whole and WP Engine, and all is evident in the final results seen every day online. Our good choice in WP Engine is one we would gladly endorse to our trade acquaintances," said Ahmad.

About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.