



## CASE STUDY



### Industry

Multimedia: financial services

### Site

The Motley Fool Australia, Canada, Germany, Singapore, and UK

### Challenge

Site crashes, downtime

### Results

Rapid migration, stability, speed

**“It was a lifesaver.  
I don’t know what  
we would’ve done.”**

### - Max Keeler,

Head of Global Operations,  
The Motley Fool

# Overcoming The Challenges Of Downtime

THE MOTLEY FOOL MIGRATES INTERNATIONAL SITES TO WP ENGINE TO THWART CRASHES

## The Company

*The Motley Fool (<http://www.fool.com/>) is a global multimedia financial services company that provides financial solutions for investors through various stock, investing, and personal finance products. Along with the U.S., The Motley Fool has websites in Australia, Canada, Germany, Singapore, and the UK.*

## The Site

The Motley Fool’s international sites – Australia, Canada, Germany, Singapore, and the UK – which drive roughly 3 million visits per month.



## The Challenge

On September 19, 2014, The Motley Fool’s international websites crashed. All of its WordPress installs were inaccessible across all countries – Australia, Canada, Germany, Singapore, and the UK. Their previous web host couldn’t pinpoint the problem. The Motley Fool’s head of global operations, Max Keeler, and his team worked around the clock throughout the weekend to dissect and troubleshoot the issue to no avail. The crash was particularly painful for Keeler, because it happened on his birthday and forced him to cut short a day of celebrating and visiting museums with his wife.

“If we went in and restarted all of the servers, we’d be up for 15 minutes then we’d go down again,” Keeler said.

Along with the time spent, Keeler and his team estimate the downtime cost roughly 10 percent of the revenue for that week.

With the workweek – the sites’ busiest days - fast approaching, The Motley Fool sought a solution to get the international sites up and running again.



## The Solution

Prior to the crash, The Motley Fool had been speaking with WP Engine about launching new sites and projects on WP Engine's managed WordPress hosting platform.

During the consultative sales process, The Motley Fool entrusted WP Engine to provide a proof of concept and launch a new site while performing a launch readiness assessment. That process went smoothly, and The Motley Fool decided to launch other new sites on the WP Engine platform.

The Motley Fool's downtime accelerated the process, and The Motley Fool consulted with an onboarding engineer to quickly move the downed sites to the WP Engine platform. The Motley Fool first moved its UK site to WP Engine's managed WordPress hosting platform. The migration from its previous host took just a couple of hours and "couldn't have been smoother," Keeler said.

Within a week, The Motley Fool migrated its remaining international sites to WP Engine's platform, which also went smoothly.



## The Results

The Motley Fool's downtime challenges immediately vanished when it moved to WP Engine.

Within a week, it had migrated roughly 25 instances with its old provider to four instances with WP Engine. Keeler added that after moving to WP Engine, The Motley Fool's sites performed faster than they ever had.

And with WP Engine, Keeler and his team no longer struggle with site and server issues. Keeler said his team used to spend 10 percent to 15 percent of its time on infrastructure, that's now zero percent.

"Five years ago, it would've taken three months of coordination to launch in a new country, now we can do it in a day," Keeler said. "The cost of experimentation and trying new ideas basically rounds to zero."

On top of the performance boost and uptime improvements, Keeler said WP Engine is more cost-effective than The Motley Fool's previous WordPress hosting solution. And the platform's flexibility makes adding features quick and easy.

"With WP Engine, we can focus on building our products, not on managing our WordPress sites," Keeler said.

## About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.