



CASE STUDY



Industry

Digital Marketing

Company Size

10 to 15 employees

Site

www.pragmatic-web.co.uk
Clients including PEI Media
and Join In

Challenge

Manage growing customer portfolio

Results

Greater collaboration, ability to
manage demanding requirements
across client portfolio

“For us, it was important to work alongside a like-minded organisation that is based on continuous innovation and wanting the best for clients. WP Engine is a platform of choice for us and will continue to be in the future as we continue to grow our business..”

- David Lockie,

Director, Pragmatic UK Ltd

Personal and Flexible Managed WordPress Hosting

WP ENGINE BUILDS AGENCY PARTNERSHIP WITH PRAGMATIC FOR WEBSITE MANAGEMENT TO SUPPORT GROWING BUSINESS AND CLIENT BASE

The Company

Pragmatic is a full-service, specialist WordPress agency. As well as building brilliant websites, the company prides itself on building strong relationships with the people and organisations it creates sites for.

Pragmatic was founded in January 2012 and is based in Brighton & Hove, on the south coast of the UK. Working with clients and agencies nationally and internationally to develop and improve websites the world over, Pragmatic selected WP Engine as a partner of choice for managed WordPress hosting and hosting consultancy services.



The Challenge

Pragmatic operates in a highly competitive and specialised industry. The company manages around 250 live websites built with WordPress, totalling approximately 500 installs and 2.5 million visits per month. For Pragmatic the challenge is to manage such a high volume of sites whilst also providing clients with a personal and flexible approach to website hosting and management.

Pragmatic recognised that managing and self-hosting websites was becoming increasingly demanding and challenging, particularly handling the individual, specialist requirements of each site and the regular WordPress updates that were becoming more common. The day-to-day site management, such as backups, caching, and security, became tedious, taking Pragmatic's attention away from building its own business and focussing on the value they can add to projects.

“As our client base continued to grow, we knew we needed to change something – it became more difficult for us to self-host our clients' websites; it was becoming time consuming and expensive to do. We strive to meet individual needs of every client, and want to offer the best service possible so turning to WP Engine to provide managed hosting was a crucial step for us,” says David Lockie, Director, Pragmatic UK Ltd.

Join In, an Olympic legacy project and Pragmatic client, needed a partner to help plan, build and support their new website. Aimed at connecting local sports and activity clubs with volunteers, the site needed to be user friendly and reliable. In addition, the association with sports events such as Sports Personality of the Year (SPOTY), means the site needs to be able to withstand fluctuating volumes of traffic.

The Solution

With a rapidly growing customer base, Pragmatic turned to WP Engine to manage and host both its own website and its customers' sites.

Pragmatic chose WP Engine for a number of reasons, namely guaranteed security, improved performance and automated backups. These take the grind out of delivering hassle-free WordPress hosting, leaving Pragmatic to concentrate on delivering high quality WordPress consultancy, design, development and support services on a solid bedrock of great hosting. In doing so, they can deliver the personal experience that end users require.

Secondly, its local presence was a driving factor. Having a UK data centre was really important to provide a secure and local site for hosting.

Third, Pragmatic relies on WP Engine to give its clients a fully-managed WordPress hosting platform and support. With WP Engine, Pragmatic's customers get day-to-day management of their websites, ensuring they are secure, scalable, and speedy. They also have access to award-winning technical support from a team of WordPress specialists and Pragmatic gets back the time it would've spent managing client sites day by day.

For Join In, WP Engine is able to manage different volumes of traffic without the risk of the site crashing. For example, around the time of SPOTY, the site received a spike in traffic as visitors want to see how they can help sports within their local community. WP Engine provides Join In with a stable, scalable platform to accommodate that surge.

The Results

As a result of this relationship, WP Engine now manages and hosts 250 websites for Pragmatic.

Partnering with WP Engine means Pragmatic can focus on building its business and bringing aboard new clients while WP Engine takes responsibility for managing and hosting its clients' sites. By performing tasks such as back-ups, security scanning, and fixing any difficulties quickly and efficiently, WP Engine ensures Pragmatic's customers are successfully accomplishing their websites' objectives.

Working together, Pragmatic and WP Engine are able to make recommendations to clients to ensure they are getting the best out of their WordPress sites. For PEI Media – one of Pragmatic's many clients on WP Engine – Pragmatic and WP Engine were able to identify when they needed to upgrade their solution as traffic grew not only on the one site they initially managed, but across an additional five sites they moved to WP Engine based on the success of the first. The flexibility of WP Engine is key to supporting growing clients like PEI Media.

Pragmatic and WP Engine have partnered to create a symbiotic whereby their clients benefit from their combined expertise and delivery of results.

About WP Engine

WP Engine is a leading platform as a service for websites and applications built on WordPress. Founded in 2010, WP Engine is headquartered in Austin, Texas and has recently launched in Tech City, London.