



## CASE STUDY



### Industry

Online Community: not-for-profit

### Company Size

8 Employees

### Site

[www.digitalshoreditch.com](http://www.digitalshoreditch.com)

### Challenge

Maintain 100% uptime regardless of traffic levels

### Results

Scalable and secure website to support growth now and in the future

**“WP Engine...will continue to be a key partner in helping us grow Digital Shoreditch in the coming years..”**

- James Allsopp,  
Director,  
Digital Shoreditch

# Reliable WordPress Hosting for Not-for-Profit Community

DIGITAL SHOREDITCH TURNS TO WP ENGINE FOR SCALABILITY AND 100% RELIABILITY

## The Company

*Digital Shoreditch is a not-for-profit community that runs the annual Digital Shoreditch Festival, a two-week celebration in East London with 15,000 participants from around the world representing tech, creative and other industries.*

*As the festival builds momentum and gains an increasing number of visitors, Digital Shoreditch selected WP Engine to manage and host its website—[www.digitalshoreditch.com](http://www.digitalshoreditch.com)—to ensure it can support this growth.*



## The Challenge

When Digital Shoreditch first started out, WordPress was the obvious platform for the website—it provides convenience, is simple to set up and the ease of use allows anyone to make edits to the site if needed.

However, as Digital Shoreditch gained momentum and popularity, the website needed to be able to withstand this growth. It needed scalability, whilst remaining secure and delivering 100 per cent uptime.

“We experience significant fluctuations in traffic, particularly around the Festival itself. Ensuring the site is optimised for these peaks is a major challenge and from a commercial perspective there is considerable pressure to remain available at all times and withstand these spikes. We’re a focused team with a number of strategic roles and ongoing projects, so we needed a partner that could remove this headache for us and enable us to spend more time on the Festival itself and other initiatives that take place throughout the year,” says James Allsopp, Director, Digital Shoreditch.



## The Solution

To support its growth and help it overcome challenges, Digital Shoreditch relies on the managed WordPress hosting platform from WP Engine. With a track record of speed and security through its EverCache® technology and over 4,000 security scanning rules, WP Engine offers the reliability Digital Shoreditch needs.

WP Engine provides Digital Shoreditch with the peace of mind that the site is secure and more than ready to handle the 240 per cent increase in volume of visitors expected during the two-week Festival period.

The volume of content and updates to the site also increases by 80 per cent around the time of the festival, and it's important that different members of the team are able to make these changes, rather than rely on one or two content managers. WP Engine's User Portal makes it simple for multiple people with various skill levels to update and manage the site—there is no longer reliance on the technical experts.



## The Results

Allsopp comments: “Within one month of partnering with WP Engine, we were blown away. The team really does go the extra mile to provide us with the support we need. They understand everything about WordPress including our plugins.”

Partnering with WP Engine has enabled Digital Shoreditch to focus its attention on the activities that matter without being tied down with website concerns. WP Engine's managed WordPress hosting platform provides the daily backups and security needed on a day to day basis.

Looking to the future, Digital Shoreditch expects the Festival to continue growing in popularity.

WP Engine's different plan options provide the ability to scale the site quickly and allow for more visitors when needed.

Allsopp continues: “We're an online business so we really depend on having a reliable site that provides our visitors with a seamless experience at all times, even during our busiest periods when the Festival is on. WP Engine has made this possible for us, and will continue to be a key partner in helping us grow Digital Shoreditch in the coming years.”

## About WP Engine

WP Engine is a leading SaaS content management platform 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.