



## CASE STUDY



**Industry**  
Animation, Entertainment

**Site**  
<http://littlebabybum.com/>

**Challenge**  
Poor site performance, DDoS attacks, technical difficulties managing VPS server

**Results**  
100 percent site uptime, increased site performance

**“We needed a managed service where we were buying a stable platform managed by [someone else], as opposed to a virtual machine which it was our responsibility to manage”**

**- Derek Holder,**  
Owner at El Bebe Productions Ltd.

# Site Performance Soars For YouTube Channel With 7.3 Billion Views

WP ENGINE DELIVERS IMPROVED SITE STABILITY AND RESPONSE TIMES FOR LITTLE BABY BUM

## The Company

*Little Baby Bum, a video brand by El Bebe Productions, produces high quality 3D animations of traditional nursery rhymes for young children ages 0 to 5. The website, [littlebabybum.com](http://littlebabybum.com), supports the brand's activities on YouTube, which has achieved colossal success with a staggering 7.3 billion views, making it the 11th most viewed YouTube channel of all time (they've also produced the most viewed non-music video of all time). Their YouTube channel drives traffic to [littlebabybum.com](http://littlebabybum.com), which is used as a destination to showcase and sell its digital products.*



## The Challenge

The biggest challenge Little Baby Bum / El Bebe Productions faced was site stability. Originally on a VPS solution, they were not able to keep up with the technical expertise required to manage the server themselves. “The site kept going down and we could not get the support team at our previous hosting company to fix the problem,” said Derek Holder, owner of El Bebe Productions. This led to DDoS attacks.

“We realized that a VPS solution was simply not right for us,” said Holder. “We are not in the business of managing computers, our business is content creation,” he said, regarding the technical responsibility of managing a VPS server.



## The Solution

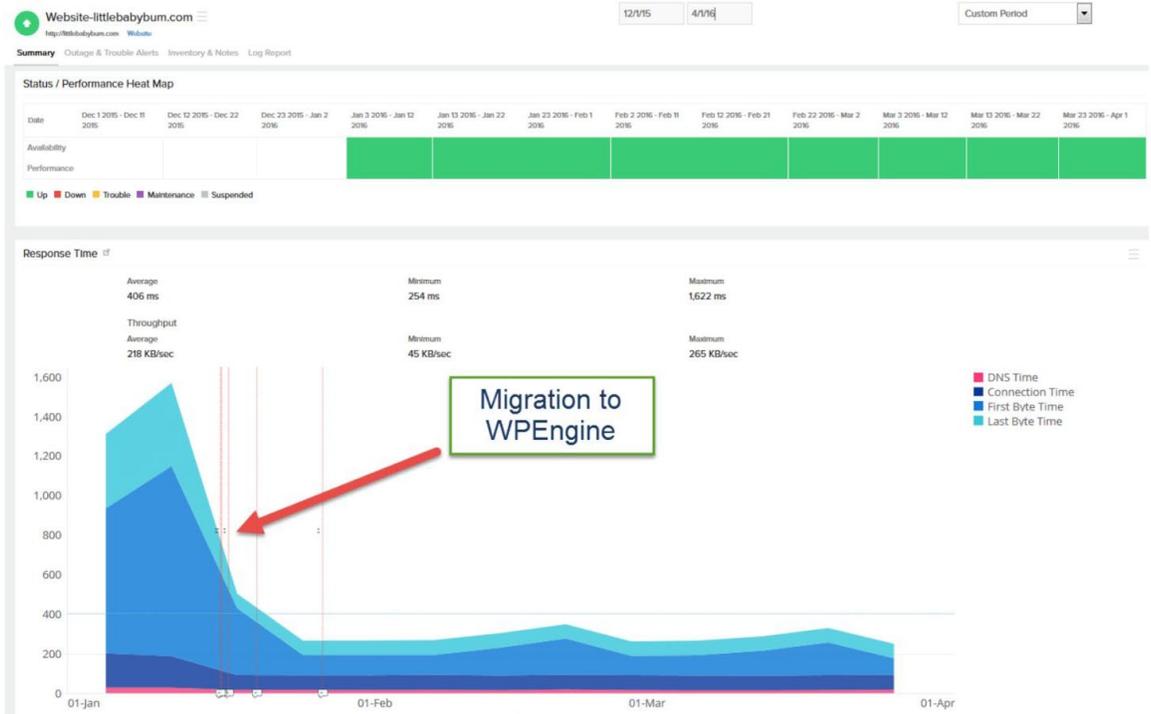
Not having the in-house technical skills, El Bebe Productions made the switch to WP Engine's managed WordPress platform. “We needed a managed service where we were buying a stable platform managed by [someone else], as opposed to a virtual machine which it was our responsibility to manage,” said Holder, who had heard of WP Engine through a recommendation from a satisfied WP Engine customer.



## The Results

“Since the migration to WP Engine, the performance has been rock solid,” said Holder. “We are protected from DDoS attacks and our site uptime is 100 percent, meaning we don’t lose sales or Google site rankings.” He added that they no longer have to struggle with the technical ins and outs of server management and are now able to concentrate on their core business: creating amazing content for children.

The graph below depicts site performance, where the y axis represents response time. Since switching to WP Engine, response time has reduced drastically.



Holder also placed emphasis on the great support received upon switching the site to WP Engine’s managed WordPress platform, noting that WP Engine’s technical support team was able to help Little Baby Bum overcome some technical issues due to the way the old host was configured.

He added that some of his favorite features with WP Engine’s platform include the staging environment, automatic backups, and the ability to take a snapshot at any time. “We are fully confident that WP Engine will be able to support us in anything we do,” said Holder.

## About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company’s premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, all the while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine’s award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.