



## CASE STUDY

**clinton**electronics

# Clinton Electronics Switches to PHP 7, Sees 60% Improvement In Web Transaction Time

### Industry

Electronics, ecommerce

### Site

[clintonelectronics.com](http://clintonelectronics.com)

### Challenge

Increasing performance and page load speeds

### Results

60% performance gains realized by moving to a dedicated, modern hosting environment with PHP 7

“The performance increases [on PHP 7] over PHP 5.x can make a significant difference in your page load speed and the number of requests you can handle at once with the same hardware.”

- Zach Stepek,  
Partner, Development and Strategy  
at Mindsize

## The Company

*Clinton Electronics is a family-owned electronics manufacturer that has been in the business for over 50 years. They sell through a network of pre-approved dealers and ship everything from their 203,000 square foot warehouse in Loves Park, IL. The company distributes a wide range of products, with nearly 100 percent of their stock being their own product (with the only notable exception being some of the lenses for their CCTV cameras).*



## The Challenge

Clinton Electronics was on an aging ecommerce platform with a hybrid, dynamic and static site architecture that made it very difficult to keep content consistent site-wide. This platform lacked flexibility and was not easily extendable. Zach Stepek, Partner, Development and Strategy at Mindsize, a WP Engine partner, worked with Clinton Electronics to design and develop a new WooCommerce and WordPress-powered site.

“The decision to go with WooCommerce and WP Engine was the easiest part of the project. By using WooCommerce, we knew that we could build most of the functionality we needed and leverage trusted plugins for the rest,” said Stepek. He added, “we needed functionality such as multi-tiered pricing and a dealer approval workflow, which are generally not available on SaaS ecommerce platforms.”

But moving to a dedicated environment alone wasn't going to get the site to where they wanted it to be. They needed their site to run faster than before.



## The Solution

The solution here was to move to PHP 7, which vastly outperforms its predecessors in speed, memory consumption, and its ability to serve more requests per second thanks to its new Zend Engine 3.0.

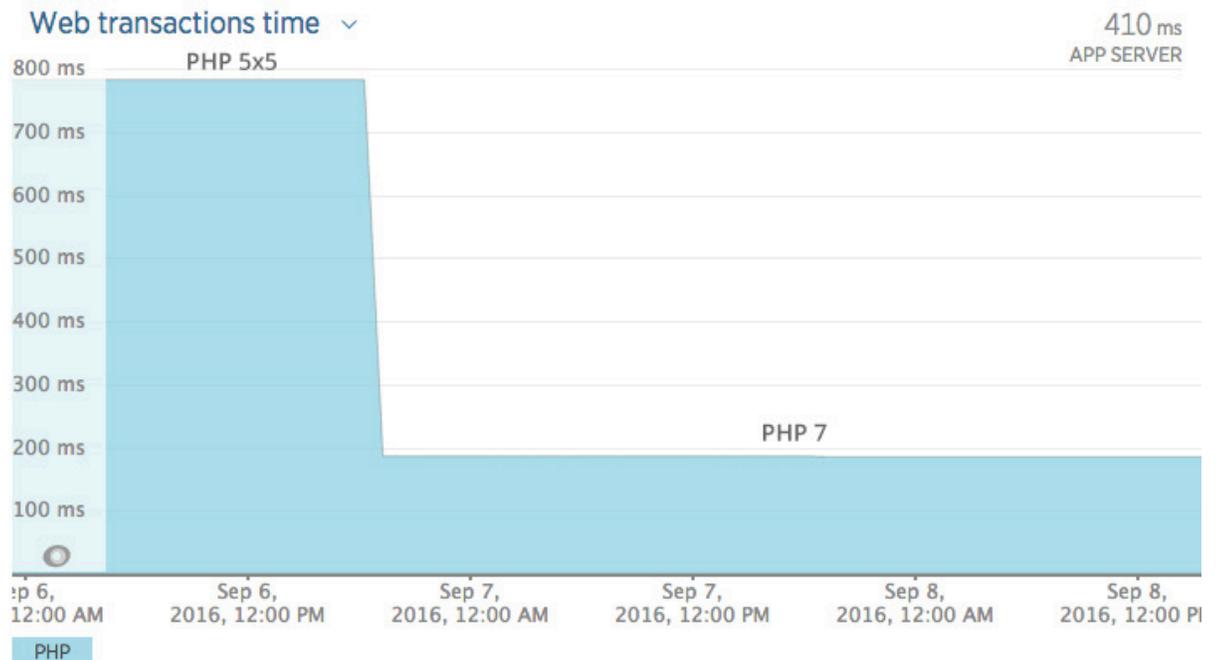
“I regularly speak about ecommerce site speed at conferences, and one of my recommendations for WordPress and other PHP-based self-hosted solutions is that your

server use PHP 7,” said Stepek. “The performance increases over PHP 5.x can make a significant difference in your page load speed and the number of requests you can handle at once with the same hardware.”



## The Results

Since switching to PHP 7, Clinton Electronics has seen a 60 percent performance increase. Prior to the switch, the web transaction time averaged between 800-1,000ms. After migrating to PHP 7, the web transaction time dipped to 200-600ms.



The graph above shows Clinton Electronics' site performance while on PHP 5.5 and then the switch to PHP 7 on September 7, 2017.

Along with moving to PHP 7, Clinton Electronics also invested in the WP Engine Ecommerce Solution. This solution combines a dedicated hosting environment with a toolkit for WooCommerce optimization, designed to enhance site performance during high traffic situations.

“The WP Engine Ecommerce Dedicated Plan has made it easy for us to handle additional traffic and has improved our page load speed considerably,” said Stepek.

This new plan includes the following toolkit, which was created by Mindsize’s Patrick Garman to help optimize WooCommerce for increased speed: Auto Logout, Guest Attribution, Removing Admin Counts, Customer Order Indexing, and Disabling Cart Fragments JS.

“The addition of the ecommerce toolkit takes an already great hosting environment and adds some serious optimizations that patch over some of the slowest parts of WooCommerce,” Stepek concluded.

## 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, London, England, and Limerick, Ireland.