

Case Study

taproot

The price of peace of mind.

The WP Engine Digital Experience Platform helps Taproot maintain uptime resulting in monetary, infrastructure and time savings.

Industry

Media/Publishing

Site

taproot.agency

Challenge

After experiencing unwelcome site outages, Taproot was in search of a reliable platform with the ability to scale

Solution

A switch to WP Engine's Digital Experience platform for improved performance and access to an enterprise-level tech stack

Results

Time and infrastructure savings that amounted to \$47,000 a year

The [Taproot Agency](#) is a creative agency that empowers organizations to build and strengthen relationships through strategic design, development and implementation of communication tools. Taproot works with clients including [The Federalist](#) to bring their digital experiences to life.



The challenge.

Lucas Williams, Director of Web Development for Taproot, needed to find a new platform for his clients, including The Federalist. With their old platform, Taproot experienced frequent server outages because the platform couldn't scale to meet the demands of their client's digital experiences. The agency was dedicating several hours two to three times a week to server management -- including issues with caching, mirroring, unresponsive servers, servers not working, redundancy, and more.

Large spikes in website traffic would result in crashed servers, and even a 24 hour blackout, when The Federalist's site was completely down and there was nothing their current platform vendor could do to fix it. This outage proved costly, in more than just time and resources: For Lucas, it meant thousands of dollars' worth of work, two sleepless nights, and missing his daughter's 7th birthday celebration.

During the outage, Lucas reached out to WP Engine. He had previously spoken with a representative but thought the pricing was too expensive, however, he was quickly learning that you get what you pay for. Even though Lucas' contact at WP Engine was out on vacation and it was the middle of the night, he pulled over to the nearest gas station with WiFi to help create a solution for Taproot.



The solution.

As an agency, Taproot strives to stay ahead of the curve by providing leading-edge technology to its clients. Switching to WP Engine just made business sense for

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“WP Engine gives me peace of mind in knowing I won’t ever have to miss another of my daughter’s birthdays because on their platform, I know I’m in good hands.”

Lucas Williams,
Director of Development at Taproot

Taproot. With their previous platform provider, performance was constantly an issue. “With WP Engine’s platform I don’t have to worry about optimization” said Williams. Taproot also takes advantage of the automated features within WP Engine to save valuable time.

Taproot was a beta customer for the new SSH Gateway feature, which provides customers with more granular access to the server. This includes, but is not limited to, the ability to zip and unzip assets, rsync assets, and interact with WP-CLI (key timesavers in maintaining sites for Taproot). The automated migration system is a welcome shift from the manual, time-consuming, manual migrations Taproot had to do with their previous platform. “This migration makes all the difference in the world, in that we can quickly set up a new server and start the automatic migration in just a few clicks. That’s huge, because I know it’s getting done, and I can simultaneously work on another project,” said Lucas.

Another feature Taproot has found invaluable is the caching system, Evercache. In conjunction with the SSH access, this gives Taproot a way to purge the cache pragmatically during deployment, instead of having to do it manually. “Setting up proper caching is actually really really difficult. The way that WP Engine has it, and the way it is used and purges is just critical” said Lucas.

Aside from features, Taproot points to the WP Engine staff as an additional invaluable solution. “The support alone is on point,” said Lucas. “If we have an issue, -- which has been very few times -- every person on WP Engine’s staff seems to know what the solution might be or point us in the right direction.”



The results.

From an hourly standpoint, Taproot’s server and infrastructure costs have sharply declined. In just a year, savings from manpower alone will be about \$47,000.

Additionally, Taproot is seeing an 76% cost savings in platform monthly fees. “We were paying thousands just for the base infrastructure that should be able to scale infinitely, take care of search traffic, and all that jazz. And the server didn’t work. It didn’t scale up properly,” said Lucas. “We have nothing but good things to say about WP Engine. Cost savings are through the roof since we migrated.”

“With WP Engine, we have peace of mind knowing we don’t have to worry about server and infrastructure performance. WP Engine took care of the largest Federalist spike in its history without even flinching. The Federalist went through four previous vendors, and every single one of them went down because of their traffic. WP Engine just works.”

About WP Engine.

WP Engine is the world’s leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.