Customer Q&A.

A conversation with Present Company.

PRESENT | COMPANY

Industry
Digital Agency

Site
www.presentcompany.co/

About
• Founded in 2010
• Located in Sydney, Australia

The Present Company is a full service digital agency and creative consultancy dedicated to creating beautiful, result-driven, innovative work. During their 8-year tenure, they have driven creative campaigns for large brands such as Quantas, Vodafone and Covergirl. Due to the strict security requirements of Present Company's enterprise level clients, they sought out a digital experience platform secure enough to meet their needs. After WP Engine, Present Company no longer worries about tedious DevOps maintenance and is able to focus on delivering the best products for their clients.

We sat down with Arturo Escartin, Director at The Present Company, to learn more about his experience with our platform.

Can you talk about your experience with WordPress / why you chose it specifically for developing client sites?

When developing website solutions for clients, we take their requirements, including content management system, and propose the best solution based on their needs.

As WordPress is a very robust CMS with an active development community and plenty of documentation it is always at the top of our list. Also, due to its popularity, clients are familiar with its UI which is important in terms of onboarding them into content creation and publishing.

In terms of telling a client + agency story, is there a particular customer who faced a challenge that was resolved through WordPress and WP Engine?

I wouldn't say that any of our clients faced a challenge with WordPress itself, but security requirements have proposed challenges and this is where WP Engine has helped solve these issues. As security is paramount to all businesses that we work with in Australia, we look after large corporates including Red Bull, Vodafone, and Qantas, who have very strict IT and INFOSEC requirements. WP Engine has passed both due diligence and penetration testing across all our hosted solutions as this is where we have been able to leverage their best in class security environment and support to best serve the WordPress-related needs of our clients.

What feature(s) of WordPress is most appealing?

As described above, the WordPress ecosystem is extremely robust allowing us to ensure it is continually supported, developed and innovated on. This is important as we don't want to implement a CMS solution that suddenly stops being supported. Ease of development is also a plus, and, as we have been using WordPress for the past eight years, we have built a framework that allows us to rapidly develop solutions for our clients.

What challenges drove you to look for a provider like WP Engine? What were you looking for in a solution?

As much as Amazon Web Services is a great product, DevOps can be a very time consuming task and as we slowly built up Present Company we did not see a need for a full time DevOps employee. This lead us to begin looking for support in the from of a digital experience platform. As we looked around we decided to focus on providers that specifically dealt with WordPress. We knew a specialist would understand the intricacies of the platform and provide the specialist support that we were looking for.

How did you discover WP Engine and how long have you been a customer (plan)?

We had a meltdown! During the relaunch of a WordPress website that we were self-hosting at the time, there was a buzz around the website. As such, we could not handle the traffic and the site was down for roughly half an hour. Although the client did see it as a successful relaunch, it was worrisome.

Looking back on the launch, it was clear that we had outgrown our reliance on self-maintenance and began looking for solutions. During my search I stumbled across a case study on your blog, 'With WP Engine, Country Music Association's Sites 'Just Work,' which essentially described the exact same problem we had experienced. It's a testament to the value of your blog.

Within the month we were set up and had migrated the first of our sites to the platform. We have been a customer for at least five years and have both a Premium and Enterprise plan.

Does WP Engine save you time or money?

Both. Having a self-hosted solution requires all the overheads that come with it including building, patching, maintaining, and monitoring. There's also the underlying requirements that don't get talked about - DEV and UAT environments for testing and sign off, security, caching, load-balancing, DDOS mitigation, 24/7 support - that again adds up to time and cost. We'd rather have our technical team developing solutions for our clients rather than worrying about hosting.

What have you been most impressed with?

Everything. I cannot fault anything in the last five years to the WP Engine team. From the initial setup which was all done out of the online platform, to scaling up and migrating to a Premium account, and then the setup of an Enterprise account (including migration onto AWS when the Australian Zone came online), WP Engine have been supportive and professional at every stage. Issues that have arisen, and I can only really count a single problem that involved fire, have been dealt with in a timely and professional manner.

Also having contact with Mark Randall, WP Engine's Australian manager, has been great as it's brought a face to what sometimes can be a "faceless" relationship. And it's been great that he's given up his time to talk to us about the product, roadmaps, and the WP Engine business.

What business processes does WordPress and WP Engine enhance?

WP Engine's platform, particularly technologies like Git, provide benefits to our development pipeline. Seamless integration saved months of infrastructure work. We have essentially abstracted that function to WP Engine and allowed ourselves to focus on delivering the best possible digital products to our clients.