



Case Study



Industry

Education, Research

Site

vanrechemlab.com

Challenge

With an end-of-life date set for Adobe Business Catalyst, Van Rechem Lab at Stanford Medicine needed to find a new home for its website.

Solution

Working with the website migration experts at WordHerd, the lab team migrated its existing website to the WP Engine WordPress Digital Experience Platform

Results

The migration process was painless and straightforward, and the new, migrated site is more intuitive and easy-to-use.

Meeting a migration deadline with ease.

After Adobe announced an end-of-life date for the Business Catalyst CMS, Van Rechem Lab at Stanford Medicine looked to WP Engine for help migrating its website to WordPress.

Van Rechem Lab at Stanford University is a research-oriented lab focused on understanding the impact chromatin modifiers have on disease development and progression so that more optimal therapeutic opportunities can be achieved.

WordHerd is a professional migration company that specializes in migrating content to WordPress. WP Engine has partnered with WordHerd to help assist Adobe Business Catalyst customers with their migration processes.



The need for a new digital experience platform.

Adobe announced an end-of-life (EOL) date of March 2021 for its popular Content Management System (CMS) Adobe Business Catalyst, an all-in-one hosted platform created in 2008 for digital agencies and business owners.

With that EOL date fast approaching, Adobe also named WP Engine as a **recommended partner** for Business Catalyst users to consider when migrating their sites and content away from the existing platform. Users who don't find a new home for their sites before the 2021 deadline will ultimately lose all of their data.

Van Rechem Lab at Stanford Medicine, which is led by Dr. Capucine van Rechem, had hosted its website on Adobe Business Catalyst and needed to find a new home for the site as well as a partner to help with the migration process. The site is used to spread awareness about the lab's cutting-edge research and attract student interest.

"There's no obligation, as a lab, to have our own website," Dr. van Rechem said. "However, I think the website has been essential in conveying information and recruiting new researchers. When students are looking for opportunities, they immediately go online, and having a personalized website has been very beneficial in that regard."

“Even with very little experience using WordPress, I was able to easily add a lab member to a page on our website. The migration process was very straightforward and my experience so far has been seamless.”

Capucine van Rechem,
Assistant Professor of Pathology at
Stanford Medicine



The search for a manageable solution.

The website was originally built with Adobe Business Catalyst because of its intuitive interface, which didn't require a huge amount of technical aptitude. “When I chose Adobe Business Catalyst, I loved the fact that it was an easy-to-use, do-it-yourself type of software,” Dr. van Rechem said. “If I didn't know how to do something with the website, I could just quickly look up the solution online.”

Van Rechem Lab was in need of a **digital experience platform** that was similarly easy to maintain and manage. “There is a lot of turnover in an average research lab,” Dr. van Rechem said. I like to keep the website, including the ‘People’ page, up-to-date. It's important that the solution is intuitive so that I can make those changes without struggling with technical obstacles.”



Choosing WordPress.

Dr. van Rechem had heard about WordPress because many of her colleagues had created websites using the CMS. With that knowledge, she did a quick Google search and found **WordHerd**, a professional migration company that specializes in moving content over to WordPress.

“The process with WordHerd was extremely straightforward,” Dr. van Rechem explained. “I had options for migration and once we moved forward with the process, it was very easy and fast.”



Post-migration workflow.

After the migration process was complete, Dr. van Rechem was able to jump right back into updating the site using WordPress. “There was a small learning curve when adjusting to WordPress but nothing has been overly complicated,” she said.

“My experience has been that it's as easy or even easier to understand WordPress, especially using the frontend editor. To be able to switch between frontend and backend helps me understand what changes and edits are being made. That is a definite plus in comparison to Muse, Adobe's tool for designing websites in Business Catalyst.”

Learn more about migrating to WordPress from Adobe Business Catalyst.

If you're looking for an alternative to Adobe Business Catalyst, WordPress is a great option. WP Engine and WordHerd are committed to making the migration process straightforward and simple.

For more information on the steps involved in migration, check out our **informative migration guide**. If you're ready to get started today, **click here** to get a quote from WordHerd.

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.