WPengine

ATILUS®
PROFIT REDESIGNED

Industry
Web Design and Development

Company Size
300-plus web sites

Challenge
Security concerns, day-to-day site management

Results
Smooth migration, increased uptime, cost savings, improved page load times, peace of mind

"If WP Engine was a woman, I would definitely marry her."

– Zach Katkin,
CEO, Atilus

Security, Swift Migration, Technical Support Give Atilus Peace Of Mind

WP ENGINE EMPOWERS WEB AGENCY TO FOCUS ON DEVELOPMENT, NOT WORDPRESS MANAGEMENT

The Company

Atilus is an award winning Internet Advertising Agency based in Florida, driven by achieving results for great companies. Atilus offers consulting, strategy, and execution of mid-to-large scale web development and online marketing initiatives.

The Sites

Atilus currently hosts a number of sites with WP Engine across a variety of industries, including real estate, music and entertainment, non-profit, spiritual, and self-help.

The Challenge

Roughly two years ago, a number of Atilus' client sites were hacked. And if that wasn't bad enough, each hacked site took several hours to clean up, resulting in downtime. And if their customers' sites are down, that also affects their customers' customers - creating a perilous domino effect of downtime. To repair one hacked site took hours, and cost hundreds and hundreds of dollars in work hours.

At the same time, Atilus didn't have the resources to worry about day-to-day management of its WordPress sites. Its developers couldn't spend their valuable time worrying about backups and servers.

The Solution

Atilus tapped WP Engine to host and manage a portion of its WordPress-based sites. Over the course of two years, Atilus has grown with the WP Engine platform, migrating from a Professional Plan to a Business Plan and now to a Premium Plan.

With a Premium Plan, Atilus receives a host of benefits, including:

- WordPress Multisite
- Premium support
- WP Engine SSL
- Content Delivery Network (CDN)
- 25-plus WordPress installs
- Millions of visits per month
- A dedicated environment
- A customized solution to fit its specific needs

The Results

According to Zach Katkin, CEO of Atilus, migrating to WP Engine's managed WordPress hosting platform has eliminated the time and money spent fighting site hacks and worrying about other issues. Atilus finds the WP Engine platform valuable because it reduces the cost and management burden of running a large number of WordPress websites.

"It's far easier to scale pricing and make money when a service is reliable and you don't have to worry about random support issues and hacks," Katkin said.

"We went from losing money on every hosting account to making money when we switched to WP Engine."

Katkin added that the migration to WP Engine was incredibly smooth and the most recent move from a Business to Premium plan took less than 24 hours.

"WP Engine is a solution for developers who don't want to worry about servers," Katkin said, adding that Atilus' dev team already has a lot to focus on and adding servers into the mix can be a distraction.

"With WP Engine, we don't have to worry about keeping our servers up to date," Katkin said. "WP Engine does that for us. We also don't have to worry about what happens if we're hacked or worry about backups or any of the backend. And we don't have to worry about plugins. We have peace of mind that our sites are protected and we're not focusing on WordPress."

Katkin said he was thrilled to find a simple, specialized managed WordPress hosting platform powered by experts and with massive technical support chops. Since moving some of its sites to WP Engine, Atilus noticed an immediate increase in uptime, and its site load times improved dramatically - they're "extremely fast," Katkin said.

Katkin recalled one major site launch in which the client was promoting a new book on Oprah - which usually causes a massive spike in traffic. Almost immediately after launch, the site's traffic climbed to 100,000 visitors without a hiccup. "On any platform other than WP Engine, we would've been scared to handle that launch," he said.

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, and London, England.

WP Engine

504 Lavaca Street, Suite 1000, Austin, Texas 78701

info@wpengine.com

wpengine.com

wpengine

4/15 WP-CS-Atilus-006