



CASE STUDY



Industry

Media, Education, Enterprise

Site

fcl.com.br

Company

Fundação Cásper Líbero (FCL)

Challenge

Self-built CMS was too difficult and time-consuming to manage, the sysadmin team couldn't devote 100% of their time to WordPress

Results

Cut average page load times in half, ability to use more robust media, publishing agility

"WP Engine is totally focused on WordPress [...] which gives us more time to focus on the newsroom and media business."

- David Verzolla
CIO, FCL

Building A Media Empire On WordPress

FUNDAÇÃO CÁSPER LÍBERO CHOOSES WP ENGINE TO POWER OMNI-CHANNEL DIGITAL STRATEGY

The Company

Fundação Cásper Líbero (FCL) is a Brazilian media corporation headquartered in São Paulo that owns and operates several properties, including TV Gazeta Broadcast, radio stations Gazeta AM and Gazeta FM, online publisher GazetaEsportiva.com, news agency GazetaPress, International Road Race São Silvestre, and the first journalism college in Latin America, Faculdade Cásper Líbero.



The Challenge

FCL had originally developed and managed its own CMS, however the system proved too difficult to handle. It took quite the effort to write, test and QA the code. Also, management became a massive headache. At the same time, each of FCL's business units had its own digital strategy to worry about, creating more challenges.

The Brazilian media giant found WordPress, and was amazed by the constant innovation and the ease of use, said David Verzolla, FCL's CIO. WordPress afforded FCL the ability to use one concept and different installs across the business, so each business division could control its own digital experience, while Verzolla and his team could manage it all from a central location. While WordPress was overall easier than the self-made CMS, it still required a good deal of work to ensure everything was running properly.

"We needed a full team to manage the installs and the hardware, and we just couldn't spare that," Verzolla said. "The sysadmin team has several technologies to work with, and cannot be 100 percent focused on WordPress."



The Solution

In need of a managed Wordpress hosting provider, Verzolla met WP Engine at the AdobeMax conference. He said he was impressed with the technology behind WP Engine, namely EverCache, WP Engine's proprietary caching solution proven to improve site speed by 4 to 6 times than on other platforms, which Verzolla called "very sophisticated technology."

Meanwhile, Verzolla and his team appreciated the level of technical support WP Engine offers its customers, because support comes from experts who live and breath WordPress and who are not technology generalists.

"WP Engine is totally focused on WordPress," he said. "Which gives us more time to focus on the newsroom and media business."

FCL didn't hesitate to sign up for a WP Engine Enterprise plan.



The Results

Verzolla said FCL immediately noticed dramatic speed and scalability improvements when moving to the WP Engine platform. He estimated that FCL's pages load an average of twice as fast as they did previously. Sites like GazetaEsportiva.com automatically scale to accommodate the rush of traffic when they publish a major sports story.

Along with site performance improvements, FCL also relies on WP Engine technical guidance and business advice to ensure the platform and solutions the company uses are best for their business needs and goals. This frees Verzolla and his team from the technicalities of server management so they can focus on growing the business.

"We get fast answers to our questions. And they're not only fast, they're accurate. Therefore, I have more time to focus on the business," he said.

Additionally, leveraging WP Engine's managed WordPress platform empowers FCL to use more robust media and to publish compelling content more quickly than ever before. It's given each business division more agility, which is a cornerstone of digital media.

"The team can manage their content and they can use more media elements, where before it was mostly just text," Verzolla said. "Now it's video, rich imagery and more. We can easily publish when we want, how we want."

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, all the while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, Limerick, Ireland, and London, England.