



CASE STUDY



Industry

Digital web development, loyalty marketing

Site

tivolipartners.com

Challenge

Frequent site downtime, difficulty with backups and serve upkeep, slow site speed

Results

Twice as fast page load times, faster time to market, increased agility, peace of mind

“Moving to WP Engine has ultimately been a cost savings once we ditched the cheaper solutions. We spent way too many man-hours keeping servers up-to-date and secure.”

- David Bell,

President at Tivoli Partners

Ditching The Headache For The Dream

TIVOLI PARTNERS EXPERIENCES A 50% IMPROVEMENT IN SITE SPEED, AGILITY TO SPIN UP NEW CLIENT SITES WITH EASE

The Company

Tivoli Partners is a loyalty marketing agency based in Charlotte, NC. They work with leisure brands on their digital and print communications strategy (email, direct mail, web design, etc.) to build brand advocacy.



The Challenge

Having tried out several other well-known hosts, Tivoli Partners grew tired of the constant headaches experienced when their site would go down. “While these hosting providers seemed like a good fit, the database crashed constantly and there was an unbelievable amount of server upkeep. The site was slow, insecure, and backups were a pain,” said Tivoli Partner’s President, David Bell.

Along with the problems listed above, Tivoli Partners [listed out](#) a few other challenges they were experiencing with prior hosting providers, top concerns including: security, backups, caching, and SSL. “Way too many plugins” were installed to try and resolve these issues, which caused site bloat and detracted from optimal site performance.



The Solution

After about six months of difficulties with site performance, Tivoli Partners discovered WP Engine. According to Bell, the experience so far has been a dream. “We migrated our site in 30 minutes and added a free SSL certificate with Let’s Encrypt, which has been a selling point for our clients,” said Bell.

He added, “We’re not in the business of upkeep or monthly service charges. WP Engine has shown to have better maintenance than past hosting providers, and is really worth the money.”



The Results

Since switching to WP Engine, Tivoli Partners has noticed a significant improvement in site speed with little to no downtime. According to Bell, “Just by moving our site to

WP Engine, site speed improved by 50 percent. Their custom-built infrastructure was made just for WordPress and is incredibly efficient.”

When asked about his favorite features, here’s what Bell had to say:

- **Daily backups** - “I’m not afraid to make changes or updates because I can quickly restore the site in seconds.”
- **The UX & Customer Service** - “Both are head and shoulders above the competition. WP Engine is intuitive and when I do need support, it’s fast and friendly.”
- **Transferable Installs** - “We’re currently using a transferable install to develop a site for a client. It is awesome for staging and development. Once we’re done we can transfer it to them and trust that our client is in good hands.”
- **Page Performance** - “I like the monthly scheduled page performance tests with Page Performance, which gives you actionable recommendations to help improve page load times. We used to use Pingdom for testing site speed, but can now test how fast our site runs internally.”

In addition, Bell discussed how Tivoli Partners now has the agility they need to spin up new client sites with ease.

“I’ve been so thrilled working with you guys — we’ve already developed two new client sites in the past three months using the staging feature. In the past, we would spend hours setting up a staging portal but now it really is just one-click. WP Engine’s ease of use even made one of our Wix clients comfortable with a move to WordPress,” said Bell.

He added, “Another client had been hacked last year and they didn’t understand how to maintain their site. We offered to rebuild their site — moving them to WP Engine was a big selling point. They saw how simple it was to maintain and felt better about the safety of their ecommerce store.”

“Overall, my life is much easier now and I trust that our site is in good hands. It’s outperformed anything I could ever do on my own in terms of performance and SEO. We’ll be selling more web development in the future mainly because we found a solution that we can trust. Moving to WP Engine has ultimately been a cost savings once we ditched the cheaper solutions. We spent way too many man-hours keeping servers up-to-date and secure,” Bell concluded.

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, Limerick, Ireland, and London, England.