

Enterprise WordPress

10 CASE STUDIES
OF WORDPRESS AT SCALE



WWW.WPVIP.COM

WordPress is the best digital experience platform for enterprises.

Matt Mullenweg co-created WordPress in 2005 to build a new generation of online publishing tools. Recognizing the potential of WordPress at scale, Matt created WordPress VIP to power digital experiences for the world's top brands and publishers.



By the numbers:

Over 33% of the web
is built on WordPress¹

60% of the global
CMS market is WordPress²

700+ WordPress sites
built daily making it the
fastest growing CMS³

2,645 of the top 10,000 sites
are built on WordPress⁴

^{1,2} <https://w3techs.com/technologies/details/cm-wordpress/all/all>

³ <https://w3techs.com/>

⁴ <https://trends.builtwith.com/cms/traffic/Top-10k>

VIP INSIGHTS

VIP has scaled thousands
of enterprise WordPress
sites. Here's what we've
learned.

Marketers are asked to
deliver more with less.

Content must be created
and delivered
across a multitude of
channels.

Content delivery is
shifting to components,
not pages.

Executives need freedom
to focus on their
business.

Developers need to
deploy applications
quickly and safely at
enterprise scale.

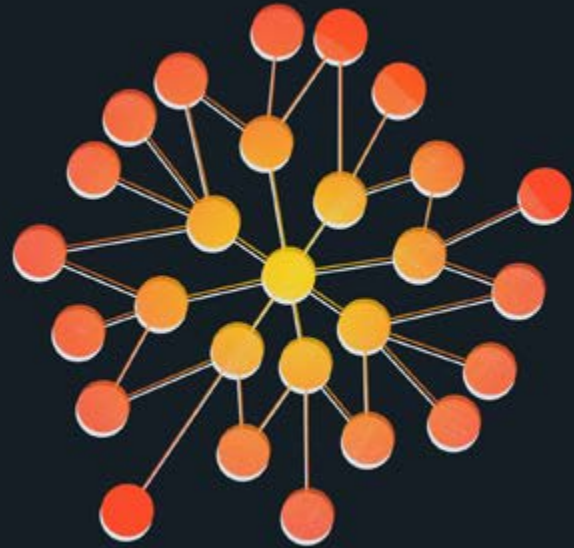
Projects need seamless
connection and
coordination.

Case studies

WordPress in the enterprise takes many forms. It can serve as the entire backbone or a key component of your digital content management infrastructure. These 10 use cases explore the power of what's possible with a sophisticated, secure, and stable content management platform, backed by the experts in WordPress at scale.

Capgemini

A new culture
of digital creation



In 2017, Capgemini underwent a huge replatforming project, migrating their network of 38 sites from their legacy Drupal CMS to WordPress.

Capgemini is a multi-billion dollar international consultancy focused on leader technology services and digital transformation. Capgemini's global workforce is composed of 200,000 team members in over 40 countries. A regular winner of major industry awards, Capgemini was recognized as a 2018 World's Most Ethical Company.

CHALLENGE

Drupal was no longer improving workflows or supporting editorial needs. The lack of backwards compatibility made the website increasingly unstable. The system no longer supported their digital roadmap, and teams across the organization were becoming frustrated with the lack of usability and extensibility — thereby seeking their own solutions outside the group platform. By this point, the CMS they were using was blocking them from doing what they needed a CMS to do: publish content seamlessly.

“We needed a system and a piece of technology that would force a reckoning of our team members to actually learn what digital publishing is, and what digital marketing means today, in a bunch of different cultures, languages, and markets.”

— PARKER WARD
DIRECTOR, CONTENT MARKETING AND COMMUNICATIONS

SOLUTION

Capgemini had a clear requirement: their new platform would promote a decentralised approach to publishing and provide a workflow and communication framework to increase visibility into the production process. WordPress helped Capgemini leap into a new digital culture of creation with a robust, usable, and intuitive CMS to support them in delivering their business objectives and empowering their global network of teams to do their jobs effectively.

RESULTS

- + 1,400+ new users on the platform
- + Published 20,000+ pages in 10+ languages across 38 individual sites
- + Content syndication with geolocation and multilingual support
- + Development team grew from 5 webmasters to 70 CMS users
- + Greater internal capacity to optimize content to generate leads
- + Intuitive, flexible, consistent user experience
- + Content creators, editors, recruiters, and developers achieving their business goals

Hachette Book Group

A single source to power digital marketing



Big five US trade publisher Hachette Book Group (HBG) turned to VIP to support digital marketing for thousands of titles, authors, and imprints on one central platform, with WordPress at the center.

Hachette Book Group (HBG) is one of the largest trade publishers in the US, and a division of Hachette Livre, the world's third largest book publisher for the general public and educational markets. HBG publishes over 1,700 books per year in addition to audio books and digital-only titles.

CHALLENGE

Along with a central marketing strategy team and a central IT team, each imprint and publisher at HBG has its own marketing resources. Until recently, each team had its own approach, and content was strewn across numerous static websites supported by various vendors, hosting platforms, and technologies.

“Now, the marketing and publicity teams are in full control of their own sites and pages, as well as the flagship sites, all on the same custom dashboard.”

RYAN PUGATCH
VP OF STRATEGIC TECHNOLOGY

SOLUTION

As a WordPress user and fan since its origins, Ryan Pugatch, HBG’s Vice President of Strategic Technology, knew the power and potential of its capabilities, as well as its strong reputation. From there, he turned to VIP and featured partner Alley to architect the customizations that would fulfill his vision and support the ongoing roadmap. The VIP support team handles all of the WordPress application management, support, scaling, and performance needs, freeing HBG’s marketing team to focus on running marketing campaigns and programs for their thousands of titles each year.

RESULTS

- + Centralized site building capabilities and domain management
- + Custom page builder and template system
- + Elasticsearch for display of dynamic page elements
- + ONIX and Bowker integration for metadata best practices
- + Comprehensive in-dashboard search
- + New best practices for data-driven analysis and optimization
- + Redeployment of development and design resources

Grupo Abril

Streamlining publishing
and operations
with Grupo Abril



Leading Latin American media group Grupo Abril engaged VIP to help drive its digital transformation by consolidating multiple legacy CMS platforms into WordPress and overhauling development and deployment workflow for 50+ publications.

Grupo Abril, based in São Paulo, Brazil, is one of the largest media companies in Latin America. Among its magazine brands are *Veja*, the leading weekly publication in Brazil, business and financial news magazine *Exame*, and the Brazilian editions of *Elle*, *Cosmopolitan*, and *InStyle*. Other divisions include broadcast TV and educational publications.

CHALLENGE

Abril's brands were spread out across several content management systems: a Ruby On Rails system, Amazon Web Services, and a Drupal-based system supported by Acquia. The lack of standardization plagued Abril with inefficiencies. Central IT resources were tied up supporting the security, maintenance, and uptime needs of each of the platforms. Because of the logjam, some of Abril's smaller brands hadn't had a site update in ten years. These inefficiencies made Abril slow to reach parity with faster-moving rivals. This is a challenge that many major media companies with diverse portfolios of brands continue to face today.

“We have enormously improved our efficiency since we don’t need additional teams or third parties to support infrastructure ... We can focus on what matters, which is producing content and generating value. We don’t have to care about servers and backups, for example ...all of that is covered with VIP.”

—RICARDO SCHULTZ, CIO

SOLUTION

Abril sought to streamline the IT sprawl that had arisen from the organic growth and development of its dozens of media brands, under one platform. So Abril migrated 25+ sites to WordPress. As part of the work, VIP trained Abril’s highly skilled development team who had limited experience with WordPress at this scale. This training, paired with ongoing support from VIP, enabled Abril’s in-house technology team to accomplish the migration. They quickly caught up to speed on WordPress development techniques, best practices, security, and performance.

RESULTS

- + Migration of 25 sites onto a single platform
- + Better brand consistency, thanks to a common platform and theme set
- + Drastic reduction in the resources required to support ad campaigns
- + New site templates can now be sold, designed, and launched faster than ever
- + Features and site launches can be deployed within days, not weeks
- + Resources freed up for high-value development work

News Corp Australia

Unlocking power and efficiency
for News Corp Australia



News Corp Australia 

Australia's largest digital publisher consolidated 90+ brands across 15 sites onto a single, flexible platform with the power to scale.

News Corp Australia is Australia's largest digital news network. Together, its channels (which also include a portfolio of mobile and tablet apps) see 8 million unique visits a day and 600 million page views a month. In 2014, the media giant undertook a migration of all its properties to WordPress and the VIP managed platform.

CHALLENGE

In 2014, News Corp Australia was grappling with ongoing development, maintenance, and administration challenges related to their existing publishing platforms. With 90+ major news, sports, business, and lifestyle brands spread across a wide range of platforms, their team suffered from inefficient workflows which hindered their growth. To position themselves for continued success, they needed a flexible enterprise-level digital publishing solution with the power to scale.

“[We] ... cut the time it takes to build out a section of the site from days to hours. We’re so proud to be part of that success story.”

—WESTON RUTER, CTO AT XWP

SOLUTION

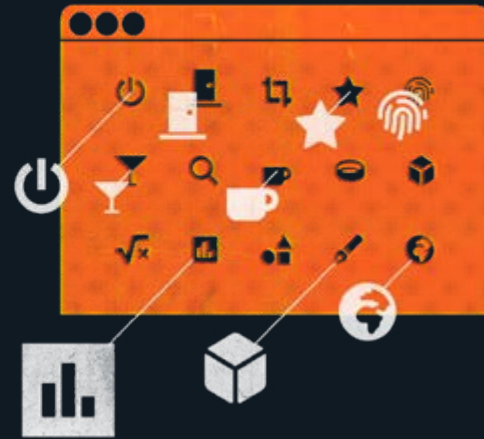
After a successful test project, News Corp Australia went all in and migrated their 90+ major brands to WordPress as a site production platform. Armed with WordPress, an agile platform that integrates seamlessly with internal systems, stakeholders are able to contribute value to their sites in ways that were not possible before. A core suite of VIP-approved plugins and a base theme serve as the foundation for each new site on the platform. A new in-editor “Site Build” experience offers web producers the ability to assemble and organize an infinite combination of complex layouts – without touching code. The result of these efforts has been a dramatic reduction in the time and cost required to make updates and improvements to each web property.

RESULTS

- + 40+ sites hosted with VIP
- + 40x improvement in time to publish
- + New “Site Build” experience leading to 50% reduction in build time
- + Streamlined development workflow and toolset
- + Contributed Contextual Settings feature to the WordPress open source project
- + Integration of over 50 custom plugins for customized workflow

Penske Media Corporation

Defining PMC's digital publishing playbook



The media powerhouse behind 22 brands (including *Rolling Stone*, *Variety*, *Deadline*, and *WWD*) maximizes code reuse and efficiency, building an ever growing code library, toolset, and playbook across all their publications.

Founded in 2003, PMC is a global digital media company representing 22 brands including *Variety*, *Deadline*, *Hollywood Life*, *TV Line*, *WWD* and *Robb Report*. Those brands receive a combined 12 million daily views, with 179 million monthly active users, and 101 million video views. Now, all of their flagship sites are hosted on WordPress.

CHALLENGE

PMC brought TVLine.com over to WordPress with VIP in 2011. With several major acquisitions planned for its growing portfolio, including *Rolling Stone* in 2018, PMC needed to establish a canonical, scalable approach to each aspect of their digital publishing operations.

“They’re able to work across brands a lot better because there’s a common language there. It’s interesting to see how the things we’re streamlining within product and engineering have this knock-on effect across the entire company.”

– GABRIEL KOEN, VP OF ENGINEERING

SOLUTION

The PMC team has turned experiences launching and optimizing sites with VIP into a wealth of internal code libraries and best practices that are then applied across PMC’s family of brands. This extends far beyond common custom WordPress themes, plugins, and tools to include shared knowledge and processes. This approach drastically reduces the work involved in maintaining features and rolling out new ones, and also allows the engineering team to easily share all of the innovations developed through work on each brand out to all of them.

RESULTS

- + Increased productivity for product and engineering teams
- + Smooth and scalable training and onboarding
- + Stronger company-wide alignment with shared goals and processes
- + New approach to assess capabilities of external publishing teams and infrastructure
- + Faster and more accurate evaluation of acquisition targets
- + Solutions, training materials and documentation for common business challenges

The New York Post

Remaking the New York Post for the digital age



Alley



New York's iconic tabloid called on VIP and featured partner Alley to fulfill a digital transformation.

The New York Post is New York's longest continuously published newspaper and has become the nation's most recognized tabloid. The Post partnered with VIP for a digital transformation that included rebuilding core publishing services from the ground up, led by its multiplying digital channels rather than legacy print processes.

CHALLENGE

In 2012, the paper faced multiple challenges in a rapidly changing and extremely competitive digital news environment. It had to be able to move print content online seamlessly, while supporting new digital needs, like live sports and weather information and the dynamic interplay between the company's own channels and social media. Having taken its existing infrastructure as far as it could go, it was time for an overhaul. One example? The system had built up over 17,000 different bylines, though there were only 2,000 authors.

“When you publish an article, it’s going to appear on desktop, it’s going to appear on mobile, it’s going to appear on our iOS app, it’s going to appear on our Android app, it’s going to appear as a Facebook Instant Article, it’s going to appear on Apple News, it’s going to appear on AMP...”

– REMY STERN, CHIEF DIGITAL OFFICER

SOLUTION

The Post moved 13 years of legacy content—a payload of roughly 1,000,000 articles—out of an older, proprietary content management system and into WordPress. Alley worked with The Post to remap hundreds of thousands of old data structures, making sure it all fit together properly and ended up in the right places on the new and redesigned platform. Alley then streamlined the system and interface to match their workflow, and shave critical hours and minutes from the time news happened to the moment it was posted.

RESULTS

- + Virtually eliminated downtime and increased visitor metrics
- + Sped up newsroom workflow and reduced staff frustration
- + Supported new sister sites and channels under the same infrastructure
- + Rapidly deployed and iterated on new functionality in pace with the market
- + Eliminated the need for a separate CDN, saving budget and gaining performance
- + Realized resource savings that funded new initiatives

iOne Digital

The scale and speed behind iOne Digital's massive reach



WordPress.com VIP's managed platform and expert guidance power iOne Digital's massive network of sites through every viral hit.

iOne Digital is the leading online platform centered in black culture, with 24 million monthly unique visitors to its network of sites, along with millions of social media followers and video viewers. Founded in 2008 as the digital arm of Urban One, Inc, iOne Digital quickly outgrew its original self-hosted WordPress platform and sought expert guidance and support to strengthen the services on which its growth relies.

CHALLENGE

iOne's legacy codebase limited performance and scale. There were growing needs to manage the syndication of content smoothly across sites. Varying themes and tools made maintenance and support unnecessarily complex and burdensome. It was challenging to develop and deploy new sites rapidly. Further, traffic was unpredictable and difficult to manage, with huge spikes coming from content going viral at a moment's notice.

“We have huge spikes of traffic as a lot of our content goes viral with our users on social networks, and VIP’s infrastructure is able to sustain those with no changes on our end; it just works!”

– GRANT CERNY, CHIEF PRODUCT OFFICER

SOLUTION

iOne turned to WordPress.com VIP to help them build a single, integrated platform for its content. They chose to implement a common theme for all sites, in order to streamline development and to make all features available across the network. Now, as new features or new integrations like Facebook Instant Articles and Google AMP become available, the entire network of sites can immediately take advantage of them. The process of developing the unified theme and migrating all of the network’s content to the new system was quick and easy, considering the number of sites and the volume of content involved.

RESULTS

- + New workflow tools to match the needs of editorial teams
- + Custom-built syndication tool in the WordPress admin
- + Single repository of approved images to eliminate confusion about publishing rights
- + Improved uptime through huge traffic spikes from viral content
- + Increased agility, stability, and security with VIP’s support

USA TODAY Sports Media

The platform of record for
USA TODAY Sports Media Group



VIP helped the network of high-profile sports sites unify their code base and platform and move scale, security, and performance concerns out of the way of their ongoing growth and success.

A top five sports destination, the USA TODAY Sports Media Group represents more than half the traffic of the USA TODAY network overall. In addition to USA Today's own sports assets, the group includes *For The Win*, *The Big Lead*, *Draft Wire*, *MMAJunkie*, *HoopsHype*, the *NFL TeamWire* sites, *High School Sports*, and *Fantasy Sports*. Most recently, they added *GolfWeek* to the network.

CHALLENGE

Prior to this project, the group hosted its sites internally and on self-supported cloud platforms. Each site had its own individual theme and codebase. This created a large amount of technical debt and required the team to spend as much time or more managing and supporting the sites as they did on editorial work, new feature development, and growth. They needed a partner who understood the rigors of content delivery and publishing at extremely high scale.

“By moving to WordPress.com VIP, we were able to not worry about downtime ... Things like security we no longer have to think about. So this allows our team to focus on building awesome stuff.”

– DAVID PARSONS, SOFTWARE ENGINEER

SOLUTION

USA TODAY engaged VIP to develop a common theme and feature set that could become the backbone for all the sites in the network. VIP now hosts and supports 58 sites for the Sports Media Group, all built on that common theme, feature set, and plugins repository. Other high demand sites across USA TODAY have also moved over to VIP over the years, including one that gets almost all of its record-setting traffic on one day, the USA TODAY Ad Meter.

RESULTS

- + New best practices for efficient workflows
- + Common theme and feature set
- + New sites deploy quickly and within brand standards
- + Concerns about downtime are a thing of the past

Venture Beat

Solving performance and stability for VentureBeat



VentureBeat engaged VIP to address ongoing problems with site performance, security, and seemingly unsquashable bugs.

Founded in 2006, VentureBeat is a technology news platform covering innovation, entrepreneurship, and the flow of people, ideas, and capital across the digital world. It reaches an average of 8 million uniques and 18 million page views per month.

CHALLENGE

The site faced a number of infrastructure problems that it couldn't resolve on its own. Among them were uptime and performance issues, including response times between 1,500 and 2,000 milliseconds on a daily basis. Such unacceptably low levels can have a negative effect on search engine ranking factors, in addition to their impact on readers. VentureBeat's platform had also fallen behind in terms of its PHP versioning, WordPress core updates, and the need to move over to SSL. Having been in business for ten years, the site's database had well over 100,000 articles and a media library filled with hundreds of gigabytes of assets.

“The response time on the site was running 1,500 milliseconds and up. Once we finished the migration it’s down to 200 to 300 milliseconds, and often quite less. So basically it’s a tenth of what it was originally.”

– STEVE TIDWELL, DIRECTOR OF TECHNOLOGY

SOLUTION

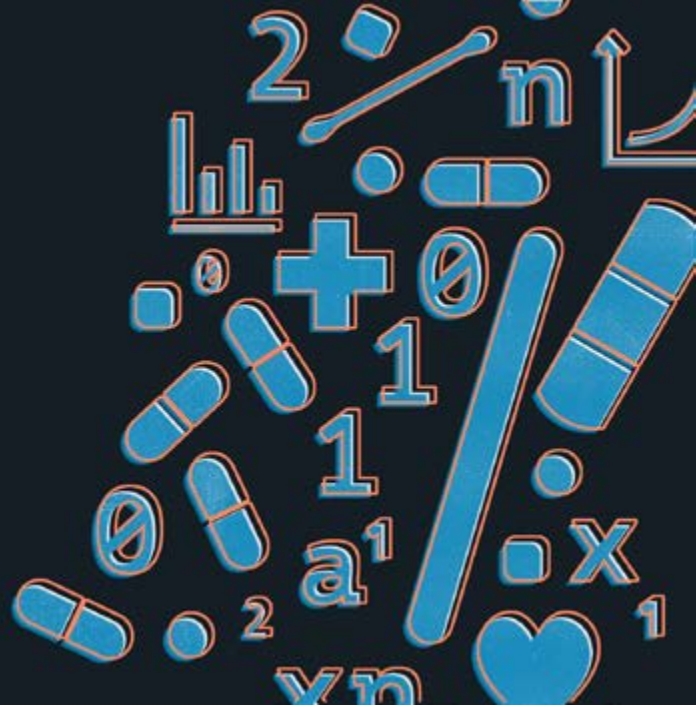
10up and VIP completed an extensive audit of VentureBeat’s code, configuration, and infrastructure. As developers at 10up worked their way through the list of code-related issues, they periodically submitted batches of code to VIP’s expert support engineers, who provided guidance on architecture, performance, and security. This process assures sites follow best practices for WordPress at scale and are always performant, secure, and stable. The team also moved the site to SSL and brought it up to the latest versions of PHP and WordPress.

RESULTS

- + Response time improved from 1,500 to 200 milliseconds
- + Performance and uptime issues disappeared
- + Debugged workflow so editors can publish with confidence
- + Reimplemented Elasticsearch
- + Increased integrity of code base and reliability

Kaiser Family Foundation

Evolving The Kaiser Family Foundation's data-rich platforms



Featured Partner Alley Interactive and WordPress VIP overhauled KFF's 20 year legacy of data-heavy digital content and its publishing tool set, merging material from 10 different data sources onto WordPress in the process.

Since the early 1990s, the Henry J. Kaiser Family Foundation is a non-profit dedicated to delivering free, trusted, non-partisan content relating to national health issues. They are a leading source of data and analysis used by a wide array of publications and researchers to inform their own reporting on the issues.

CHALLENGE

KFF needed a new and flexible platform that could unify all of their legacy content and sites and put them in a position to continue to innovate online. This required migrating 20 years worth of data spanning 10 different data sources including two content management systems, Sitecore and Commonsport, to WordPress. Content type complexity was the biggest issue to overcome: Consolidating legacy sites and content management tools surfaced a total of 37 custom post types, 18 custom taxonomies, and 300 custom fields.

“Other data-heavy organizations like ours, still operate multiple websites with data and CMSes that are not integrated. I think we’re the first in our space to do that—with as much diverse content as we have all in one home.”

– DAVID ROUSSEAU, KAISER FAMILY FOUNDATION VICE PRESIDENT

SOLUTION

By unifying all publishing on WordPress, KFF massively simplified the way their teams create, edit, and publish data, and brought it to a platform that creators found easy to adopt. New editorial features allow KFF to publish anything from an easily navigable 100 page research report with charts, graphs, and slides, to an interactive calculator, quiz, or timeline, all from the same tool set.

RESULTS

- + Intensive data migration across 6 databases
- + An extensive, faceted search engine with Elasticsearch on top of WordPress
- + Selectively responsive design approach to gracefully deliver multiple form factors
- + Creation of Fieldmanager plugin to manage custom fields
- + Custom editorial tools that have turned non-technical writers into users of the CMS

WordPress VIP is synonymous with enterprise business.

WordPress VIP is the digital platform of choice for the world's top brands and publishers. Our expertise running performant, secure, and stable applications at scale enables our clients to power high-touch digital experiences with ease. Our platform combines the unparalleled WordPress user experience with enterprise-grade infrastructure and world-class support from the experts in digital publishing.

Unrivaled expertise

WordPress provides a scalable foundation for sophisticated workflows and seamless customer experiences. VIP's deep ties with its core software, global community, and future roadmap enable us to help enterprise clients navigate their business needs throughout the ecosystem.

Performance, delivered

VIP handles performance, security, stability, and maintenance, so our clients are free to drive results. We consistently perform at the top of the pack among enterprise WordPress platforms. Last year's head-to-head test by third party Review Signal remarked about our performance:

“I'm not sure what WordPress VIP is running, but it put up the absolute fastest scores that I've seen by a wide margin. ... They blew my test rig out of the water.”

— REVIEW SIGNAL, 2018

A different approach

Our clients value our consulting, our technical and agency partnerships, and our developer tooling. Above all, they value our commitment to their success.

We make it easy to focus on what matters. VIP provides insights and guidance throughout the life of our client relationships. We offer enterprise-level developer tooling, including non-production environments, code

collaboration via GitHub, continuous integration and deployment, and cache manipulation APIs, as well as hands-on project management. In addition to proactive platform management, our support team performs an ongoing consultative role, working with project teams to make sure the platform evolves in step with our clients' future business goals.

We deliver

Freedom to focus

Whether you're seeking end-to-end guidance or just rock-solid WordPress hosting and support, we've got you covered. Free your people to push your roadmap forward. Leave the upgrades, performance, and security to us.

Security + stability

We safeguard the largest WordPress applications in the world around the clock and safely manage millions of users and sites. End-to-end encryption, Single Sign-On, TLS/HTTPS/HSTS, required 2FA, and more.

Total cost of ownership

Savings from licensing fees, flat-rate traffic pricing, and our managed hosting and support services all reduce CapEx and OpEx burdens when compared with other solutions.

Performance at scale

We provide near instant global content delivery for the most demanding sites. We are among the Top 3 fastest DNS hosts in the world with SLA guarantees up to 99.999%

Backward compatibility + forward flexibility

Free your pipeline from maintenance updates and releases, and never worry again about what version you're running.

Vetted agency partners

We bring together the best WordPress design and development agencies on the planet. Our technology partners and integrations connect you to vetted solutions.



WordPress VIP provides enterprise-grade digital marketing and publishing platforms with WordPress at their core. The VIP platform supports flagship digital marketing platforms for some of the best known brands, including Capgemini, Hachette Book Group, and Facebook. Our digital publishing clients span the media landscape, from focused outlets such as Quartz, Tech Crunch, and FiveThirtyEight to some of the biggest publishers and sites in the world, like News Corp, Rolling Stone, and Abril.

With its unparalleled power, flexibility, and interoperability, WordPress is the best digital experience solution at scale. Together with VIP's expert support, best-in-class infrastructure, and exceptional partner network, it's an unbeatable combination.