CLOUDWAYS AGENCY-FRIENDLY CLOUD HOSTING PLATFORM SOLVES JOSLEX STUDIOS’ BIGGEST PROBLEM

Joslex Studios now spends more time focusing on its clients—and not on web hosting problems.

“Amazing work, Jeff!”
This is what Jeff Weese, owner of Joslex Studios, hears every time when he finishes a project.

Good work attracts attention and this is exactly what happened to Joslex Studios. The Digital Creative Agency from the scenic Kent Island never expected such a rapid growth rate.

ORIGIN:
United States of America (USA)

PRINCIPAL:
Jeff Weese

BUSINESS:
Digital Creative Agency

APPLICATIONS:
WordPress & PHP
THE PROBLEM AT JOSLEX STUDIOS

Managing and running a successful dev and design agency requires the utmost focus, determination, dedication, persistence, and patience. Joslex Studios, with a large base of trusted and loyal customers, was facing a huge task of developing and designing WordPress websites for its multiple clientele without compromising on the quality and performance of each of the clients’ websites.

If an issue arises in website's performance, Joslex Studios should have the answers to client's queries. Remember, a slow website is a bad website. Jeff Weese could not even think of the clients' websites being slow and the performance of the servers at a snail's pace.

The loading time of their clients' websites was not up to the mark. Sites were loading at a speed of 4-5 seconds. Client sites were loading too slow as per their own expectations. Although the former hosting service provider was doing a reasonably fair job, but the problem of slow loading websites persisted.

The growing web agency was facing a recurring problem. They had tried everything, from Virtual Private Server to shared hosting, but there was no significant improvement in the websites' performance. They wanted the site load time to come down to 1 second.

Our previous provider was a reasonable solution but as a one-size-fits-all provider, we found that our client WordPress sites were not loading as quickly as they should and much of this was due to server latency. We sought a hosting solution that would improve WordPress performance for our client sites and searched out for a number of big players. Ultimately, we gave Cloudways a try and we saw our client sites have page load times decreased from an average of 5.4 seconds to just over 1 second.

But, speed wasn't the only thing Jeff needed. His creative agency was looking for more. According to Jeff Weese, Founder of Joslex Studios:

“We’ve tried a number of different hosting solutions looking for a fit...everything from shared hosting, to VPS, to dedicated servers, etc. Our needs are too specific for shared hosting but we don’t have—or want to have—the in-house expertise to manage our own server platform. We really needed a partner who would handle the server admin and server optimization for us which would allow us to focus on what we do best.”
WHY JOSLEX SELECTED CLOUDWAYS?

In 2014, Jeff decided that the company was in need of an optimized and robust hosting solution to host WordPress sites of its clients. Joslex Studios wanted a hosting stack that could provide speedy performance. However, they also needed a provider where server management was not their task. They wanted a hosting solution where they can just host without any hassles.

Since Joslex’s major focus revolves around the development and designing of WordPress websites for its clients, they tend to get involved in extensive testing of WordPress websites and designs. Having a hosting provider that can provide staging environments with URLs would have been a great help for the digital agency.

Simply put, they wanted a hosting medium that was super-fast, feature-rich and easy-to-use.

“We wanted a managed platform that was optimized to run WordPress quickly,” Jeff said. “We wanted a solution that had great support, reliable uptime, fast performance, and didn’t want to worry about a lot of technical details. Based on our research, we were specifically looking for an NGINX solution with Varnish cache.”

Once the agency’s founder decided what he wanted, a search started for a reliable hosting partner that could work closely with Joslex Studios and become a one-stop solution.

“And, we found the perfect match.”

Joslex found Cloudways.

HOW CLOUDWAYS WON OVER JEFF’S JOSLEX STUDIOS?

After discovering Cloudways, Jeff signed up for a free trial of Cloud Platform and started testing the hosting stack. He was amazed by the results he got after completing the tests. He saw page loading speed improving by 100%—and sometimes, more than that.

The team at Joslex Studios found Cloudways to be a comprehensive WordPress and PHP hosting platform that aimed at providing speedy and optimized cloud infrastructure and solution. In their study, they discovered that Cloudways provided equally good results on all cloud infrastructure choices.
The secret behind the excellent performance of Cloudways is an optimized stack with a four-pronged hosting mechanism of Nginx, Varnish, Apache, and Memcached that ensures faster page loading times and optimum server performance. The unique cache layers of Varnish and Memcached are configured in such a manner that operations are completed in the smallest amount of server resources. And, all cloud servers come with managed security. The platform-level firewall infrastructure guards the servers against any potential data security breach.

As far as the real-time monitoring of server and website is concerned, Cloudways offered Joslex with a powerful and feature-rich console for each cloud server. With this console, Joslex was able to monitor more than 12 key server and app related performance metrics.

As Joslex was handling multiple client sites powered by WordPress, Cloudways proposed them to deploy these sites with respect to the amount of traffic, number of customer visits, and other such needs of individual clients, and host them on small, medium, and large sized servers where their team can manage all the servers under a single Cloudways account.

You can launch your first cloud server too and test your web app.

Just start a FREE TRIAL now!

After successfully migrating most of the clients' websites, Jeff Weese gives all the praise to Cloudways. Check out what he has to say, “Having our client sites load quickly is essential to doing our best for our clients.”

TRUST AND TEAMWORK ARE THE ESSENCE OF SUCCESS

However, Jeff was not only happy with the product itself, he slowly became a fan of the after-sales services. “They have an outstanding support team behind this hosting platform. This means we get to spend more time doing what we enjoy doing and less time worrying about our hosting platform,” he says happily.
The team at Joslex was impressed with the care and attention of the Cloudways' support team. Whenever a problem arose, it was fixed in the quickest time possible. “Their SLA says support time is within 30 minutes for urgent requests and 6 hours for other requests and I've yet to see them even take that long...even for simple curiosity questions,” says Jeff.

The Joslex team always have found assistance whenever they wanted. “We, at Cloudways, value teamwork and customer satisfaction. It is our utmost duty to make our esteemed customers feel at ease with our top-notch cloud services,” says Pere Hospital, Cofounder and Chief Technological Officer of Cloudways. “This is what we have practised since the very first day.”

But, this is not all. Cloudways always listens to its valued clients and trusted customers. Keeping up with the tradition, our product engineers implemented what Jeff had proposed. He helped in creating the full-screen view of the built-in MySQL Manager of Cloudways Cloud Platform.

Yes, you read it right. We have a built-in MySQL Manager. That's not all, we have more conveniences, like Git client, Cron Job Manager, etc.

Just start a FREE TRIAL now!
And, see how Cloudways is different from others

HAPPY CLIENTS  =  HAPPY JOSLEX  =  HAPPY CLOUDWAYS

And behold! With Cloudways, Joslex achieved what they desired for a long time. Now, the page load times of all the WordPress client sites have improved from 4 to 5 seconds to a mere 1 second, thus the web pages started to load faster than before. There was a drastic improvement in the overall performance of all the client sites. And, they also achieved a higher customer satisfaction—a dream that was deservedly and truly achieved.

FINAL WORDS

Look, what Jeff Weese has to say:

“Having worked with dozens of hosts during my career and having mixed experiences, I am pleased to say that Cloudways has been superb. The thing I enjoy the most about Cloudways is that I feel like I really have a team that is interested in working with me. With other hosts, I’ve felt I’m just an insignificant account number, but with Cloudways, the relationship is personal. If I need something, or have a suggestion, I’m always met with sincere concern. I also haven’t experienced any downtime as yet, which is exceptional. Overall, it has been a great experience and I am looking forward to many more years of working together!”

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