



CASE STUDY

/CLICK
HERE
LABS/

THE
RICHARDS
GROUP

Agency

Click Here Labs, a digital division of The Richards Group

Site

clickherelabs.com

Challenge

Complex projects cause inability to compete on price, time to market; quality of work compromised

Results

Eliminates overhead of WordPress management and hosting, more time to focus on strengths in creative digital

“[WP Engine] has allowed us to focus on what we do best; bringing world-class creative to the web without the worry, subsequent costs and timelines that, previously, always had to be factored in”

- Randy Bradshaw

Principal at Click Here Labs

Click Here Labs Leads Digital Revolution, Wins With WordPress

WP ENGINE MANAGED WORDPRESS PLATFORM GIVES DIGITAL DIVISION OF THE RICHARDS GROUP TIME TO FOCUS ON STRENGTHS, INNOVATION

The Company

The Richards Group is a Dallas-based branding and full service advertising agency offering a full range of advertising, marketing and interactive solutions.

Click Here Labs is the digital division of The Richards Group, and handles all digital technology and production, ranging from websites, mobile applications, online ads, emails, and more. The team of roughly 90 people performs every task in-house and has a team of solution architects, software engineers, programmers, quality control, digital project managers, motion graphics, and more.



The Challenge

Click Here Labs has evolved from a web development shop that previously specialized in producing what Randy Bradshaw referred to as “snowflakes”, or large, custom, complex websites for a wide variety of clients. In order to meet the demand for these solutions in volume as well as the quality that the agency is known for, an equally complex series of steps, processes and documentation resulted.

That level of sophistication, while warranted for those more complex engagements, became bloated and cumbersome when applied to smaller solution. This made it very difficult for them to be competitive in that arena.

“We needed a simpler, more streamlined solution, but one that would not compromise the quality of the creativity or reliability of the product,” said Bradshaw.



The Solution

In search for the answer to this challenge, Click Here Labs evaluated a number of open-source platforms including Drupal, Joomla, and WordPress, using a specific set of criteria around creative flexibility, performance, optimization and community support.

WordPress became the obvious choice, but there were concerns with the common perception that this was little more than a blogging tool and lacked the scalability and security to be considered a real player in the enterprise space.

A short time later some team members from Click Here Labs met WP Engine at the WordCamp conference in Austin, TX. After a few subsequent conversations with WP Engine's experts, any concerns about scalability and security were laid to rest once and for all.

"Some of the more common questions that have come up were around security of the platform," said Bradshaw.

"However, the WP Engine team shared enough diagrams and documentation around their protocols, processes and infrastructure to respond to any concern."

In addition, WP Engine provides such a streamlined and scalable hosting platform that Click Here Labs no longer has to burn the cycles required for producing those "snowflakes" when producing less complex websites.

"This has allowed us to focus on what we do best; bringing world-class creative to the web without the worry, subsequent costs and timelines that, previously, always had to be factored in," said Bradshaw.



The Results

Click Here Labs quickly discovered that WP Engine's managed WordPress platform not only met its clients' demands for scalability, reliability and security, but, equally as important, allowed them to be competitive in both pricing and time-to-market. WordPress is now an indispensable tool in their digital practice because it arms the team with confidence that the platform can handle anything they throw at it. This is what differentiates Click Here Labs from other agencies.

Bradshaw said Click Here Labs wins by delivering creative solutions that are suited to clients' brands. They look to move the needle for their customers, and keep a close eye on results and business outcomes.

With WP Engine, Click Here Labs gets a collaborative partner who assumes the overhead of WordPress management so they can build out their clients' brands and digital experiences.

"It gives us time back so we can focus on what our real strengths are," Bradshaw said. "Our strengths are on the creative side, and in producing ideas to help clients drive the promises made by their brands. We win by coming to the table with cool and innovative ideas, and we know when we're talking to a client, that working with WP Engine brings another level of trust, confidence, and professionalism to help brands deliver on those promises."

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, while remaining affordable and intuitive 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, and London, England.