

**elastic**

Elastic's Move to Contentstack from WordPress Speeds up Development Process by over 500%

1/5th

The development costs
compared to WordPress

500%

Faster than previous
development process

0 hrs

Needed for onboarding
and training

WEBSITE:
www.elastic.co

INDUSTRY:
Computer Software

COMPANY SIZE:
201 - 500 employees

Summary

Elastic was in the midst of merging its .com and .org domains when its new webmaster turned to the Pioneering headless CMS Contentstack. Today, Elastic's 100+ content managers can focus all their attention on developing great content.

About

Elastic provides realtime insights and makes data usable for developers and enterprises. They power the world's leading mobile, social, consumer and business applications.

The Challenge

As soon as Sylvie Shimizu started her new role as Webmaster at Elastic, she knew the content management system needed an overhaul. The existing process with WordPress was clumsy, slow and had a tendency to crash. There was no functional staging area and the production site ran on a completely different system, so once edits were complete, all the steps had to be repeated on the production server. Because Elastic had two domains, that meant Shimizu had to effectively perform each step four times every time she needed to publish content.

With just three months to merge the .com and .org sites, Shimizu was already under a tight deadline. With any system other than Contentstack, this process would have easily taken six to nine months to complete.

Additionally, the company was looking to move away from using the web production agency that had been responsible for its themes and updates in the past. The agency was slow to make necessary changes and their developers weren't experienced enough to make the process run smoothly. Elastic had to wait anywhere from a few days to several weeks for changes, and were often told the features and integrations they wanted were impossible, which Shimizu knew wasn't true. She had experience using a variety of different content management systems over the years and had discovered Contentstack previously. She knew it could scale with the company's needs, that its implementation would be lightning fast, and that it was intuitive enough for content managers to jump in without any training sessions.

“Contentstack scales to meet our needs. As we localize and add subdomains for new regions, we can rely on the system to grow with us, no matter how big our site becomes. Contentstack provides us with peace of mind through both its technology and its team of highly experienced and responsive CMS experts.”

— Sylvie Shimizu, Webmaster, Elastic

The Solution

Elastic was up and running in Contentstack within three months. WordPress and other CMS solutions require hours to get new users up and running, but with Contentstack, little training is required. Members of the team are able to easily navigate the platform, thanks to the intuitive and visual interface.

Shimizu hired Contentstack's services to manage the migration from WordPress. Integrating with Built.io Flow's integration platform, Elastic successfully automated creation and deployment of its documentation guide, which allowed Elastic to push documentation content to production, staging, and development as needed.

Contentstack helped Elastic achieved three goals:

1. Swapped out an inefficient staging process for a simple, one-step system that's completely integrated and ready at a moment's notice. New pages now take minutes or hours, not weeks or months.
2. Removed dependency on third-party template developers. The Elastic team can now keep development moving and create new pages by relying entirely on its existing staff.
3. Created greater flexibility, while at the same time making it easier to add, alter and remove content. Contentstack's interface provides the flexibility needed and is so easy that new users can instantly use it with little training.



Before implementing Contentstack, the simplest requests took days, and creating a new page took up to a week to complete. Now basic changes take minutes and putting together a new page can be done within the day — without the help of a skilled developer!

— Sylvie Shimizu, Webmaster, Elastic

The Results

Now that Elastic is using Contentstack, onboarding time is essentially zero. New content managers can jump right in without a lengthy training process, so Elastic no longer needs to pay an expensive agency to handle the development side — reducing costs from \$125 per hour down to \$28 per hour for developers.

In fact, costs have been reduced across the board. Elastic's previous website setup would rack up around \$7,000 in monthly server costs alone if it was still using WordPress, but Contentstack has reduced that number to just \$890 a month.

The publishing bottleneck has disappeared, too, since Elastic no longer has to go through an agency to make changes. In their old system, creating a new page could easily take three weeks; now it takes a third of that time, which has allowed Elastic to complete three major redesigns in the last year and a half.

In summary, Elastic has more than doubled the page views at a fraction of the cost and can now dream up and implement big web projects without limitations.



Our company had a very aggressive timeline to both redesign and migrate our website. With Contentstack, we were able to make those changes in no time.

— Sylvie Shimizu, Webmaster, Elastic