

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

CASE STUDY



WEBSITE: www.elastic.co

INDUSTRY: Computer Software

COMPANY SIZE: 201-500



1/5TH THE COSTS

Of development compared to WordPress



500% FASTER

Than previous development process



0 HRS ONBOARDING

Needed to train staff

ABOUT

Elastic is a company which provides information technology and data analysis services. The company offers monitoring, security analysis, enterprise search, cloud computing, and open source application performance monitoring solutions.

SUMMARY

Elastic was tasked with overhauling their WordPress CMS and merging their .com and .org domains. With just three months for implementation, Elastic strategically chose Contentstack headless CMS for its ease-of-use, scalability, and most importantly, its ability to quickly go-to-market. Today, Elastic's 100+ content managers freely develop content in the CMS with minimal technical dependencies.

THE CHALLENGE

Elastic's process with WordPress CMS was clumsy, slow, and prone to crash. WordPress lacks a 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 each step was repeated four times when publishing content.

Additionally, the company wanted to eliminate their dependency on a web agency to manage its content, which often took days to weeks for simple updates. The constraints between WordPress and the agency made it nearly impossible for Elastic to [meet business and content demands](#) and implement new features and integrations.

Silvie Shimizu, Webmaster at Elastic, has worked with many CMSes in her career, and has extensive knowledge in Contentstack's [headless CMS's capabilities](#). When tasked with Elastic's web and CMS overhaul, she chose Contentstack to do the job.



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



THE SOLUTION

Elastic was up and running in Contentstack within three months. In contrast, by CMS implementation standards, it would've easily taken them 6-9 months to deploy.

Onboarding new users took very little time thanks to the platform's intuitive and visual interface. Content managers can jump right in with minimal prior training. As a result, Elastic no longer needs to pay an expensive agency to manage content — reducing costs by 78%.

Shimizu leveraged Contentstack's professional services to manage the migration from WordPress. Using [powerful APIs and integration capabilities](#), Elastic successfully and seamlessly automated creation and deployment of its documentation guide, which allowed Elastic to



THE SOLUTION

push documentation content to production, staging, and development as needed.

To summarize, Contentstack helped Elastic achieve the following goals:

1. Swap out an inefficient staging process for a simplified and integrated system that can manage content in different environments – from staging to production – efficiently.
2. Remove dependency on third-party template developers by bringing development and content management entirely in-house.
3. Deploy an adaptable CMS that is both flexible, integratable, and scalable as the company's needs grow.



Contentstack scales to meet our needs. As we localize and add sub-domains 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



IN SUMMARY

Since moving to Contentstack, Elastic's costs have been reduced across the board. Elastic has more than doubled the page views at a fraction of the cost. Under WordPress, they averaged \$7,000 in monthly server costs, but Contentstack has reduced that cost by over 87% to just \$890 a month.

The publishing bottleneck has disappeared, too, since Elastic no longer has to go through an agency to make changes. What previously took weeks to make simple updates now takes days to complete, which has allowed Elastic to complete three major redesigns in the last year and a half.