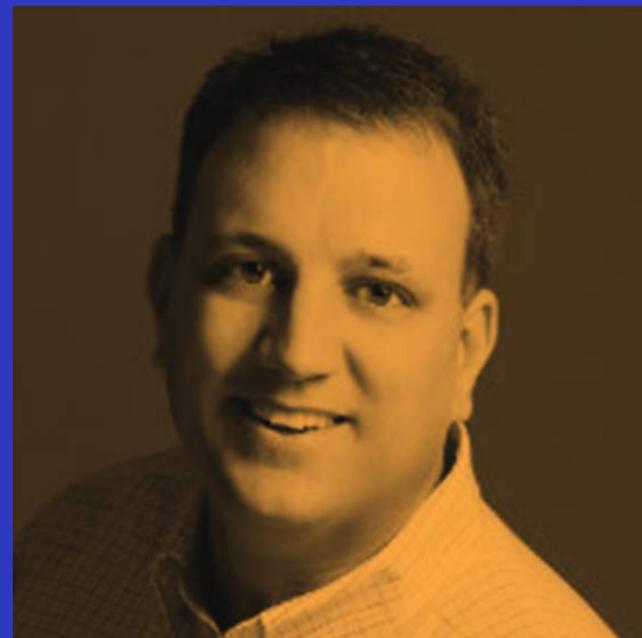
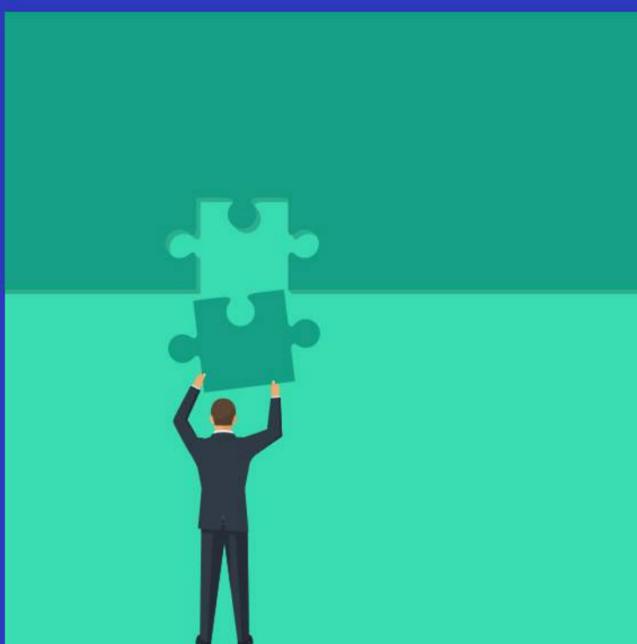


Cloudways Agency-Friendly Cloud Hosting Platform Solves Joslex Studios' Biggest Problem



Client Since
2014



JOSLEX  **STUDIOS**

Case Study



ABOUT JOSLEX STUDIO

Enter Joselex Studios, an evident and rising marketing studio based in Kent Island. Taking the marketing industry by storm, the studio's belief itself takes inspiration from the owner, Jeff Weese, who believes; good work attracts attention, is now making waves around the world for producing exceptional work in the ever evolving marketing industry.

Business

Digital Creative Agency

Applications

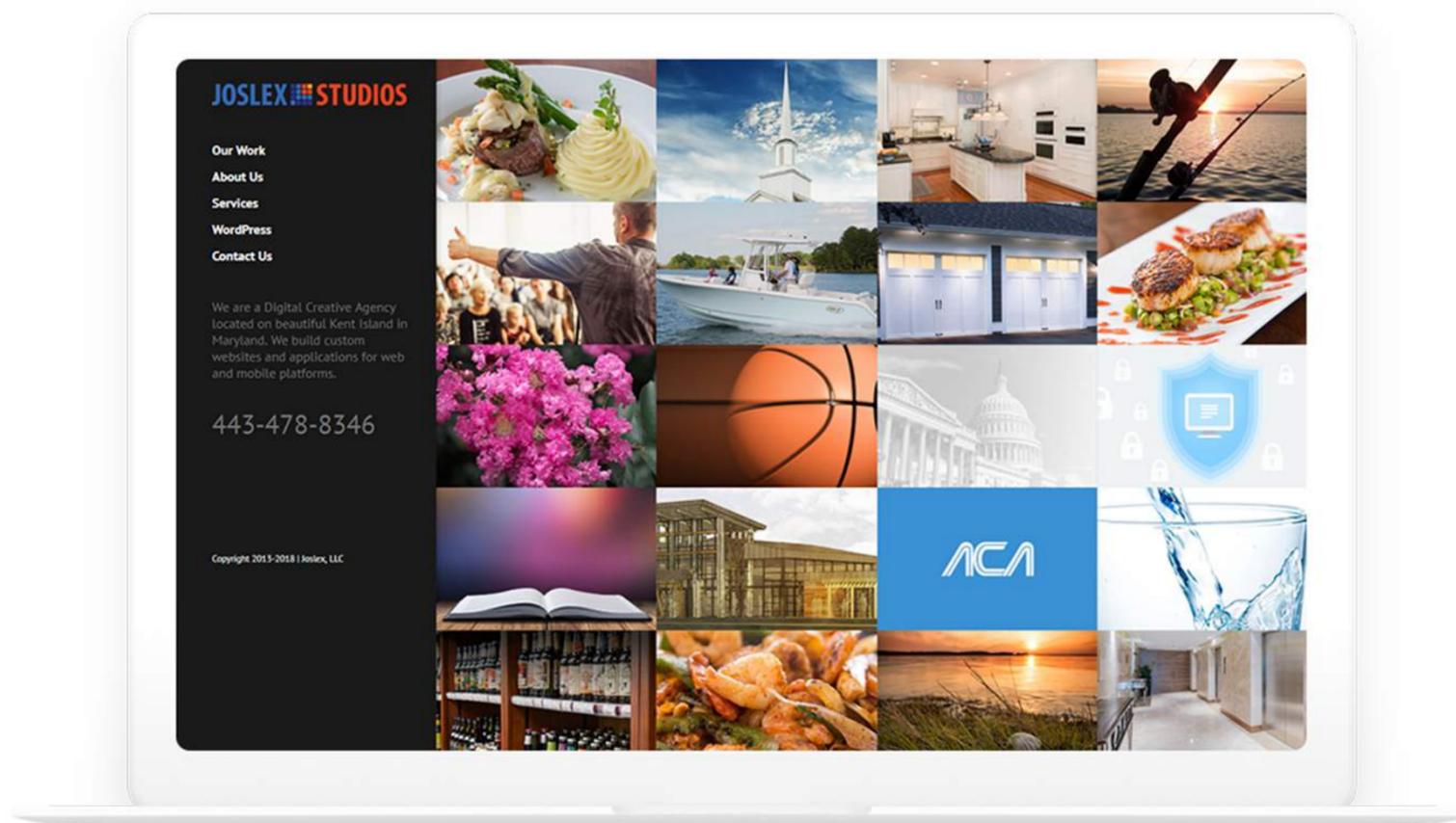
WordPress & PHP

Origin

United States of America

Principal

Jeff Weese



“Amazing work, Jeff!”

This is what Jeff Weese, owner of Joslex Studios, hears every time 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.



THE PROBLEM AT JOSLEX STUDIOS

Managing and running a successful dev and design agency needs utmost focus, determination, dedication, persistence, and patience. Joslex Studios was facing the huge challenge of developing and designing WordPress websites for its diverse clientele without compromising on the quality and performance that have become their main USP.

In addition, Joslex Studios was answerable for any website performance issues that occurred after the website has been handed over to the client. Since a slow website is a bad website, Jeff couldn't even think of hosting the clients' websites on slow servers.

The problem was the loading time that was simply not up to the mark. The web pages were loading in 4-5 seconds. This was way beyond the accepted industry standards. Although their current hosting service provider was doing a reasonably fair job, the problem of slow page load speed persisted.

The problem got so bad that they started trying everything from Virtual Private Servers (VPS) to shared hosting, but no significant improvements were apparent, and the agency was unable to bring the load time down to one 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 the big players. Ultimately, we gave Cloudways a try and we saw our client sites have page load times decrease from an average of 5.4 seconds to just over 1 second.”

Jeff Joslex

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. Our needs are too specific for shared hosting but we don't have—nor want to have—the in-house expertise to manage our own server platform. We really needed a partner who would handle the server administration and optimization for us, allowing us to focus on what we do best.”

WHY JOSLEX STUDIOS SELECTED CLOUDWAYS?

In 2014, Jeff decided that the agency was in need of an optimized and robust hosting solution to host the WordPress sites of its clients. Joslex Studios wanted a hosting stack that could provide blazing fast performance and a platform where they can just host WordPress websites without any server management hassles.

Since Joslex's major focus revolves around developing and designing WordPress websites, they tend to carry out extensive testing before handing the sites over to their customers. Thus, a Staging environment is a must-have feature for a design and dev agency.

Simply put, they required a hosting solution 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 wouldn't bog us down with a lot of technical details."

Based on our research, we were specifically looking for an NGINX based solution, supported by Varnish cache." wouldn't bog us down with a lot of technical details. Based on our research, we were specifically looking for an NGINX based solution, supported by 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.

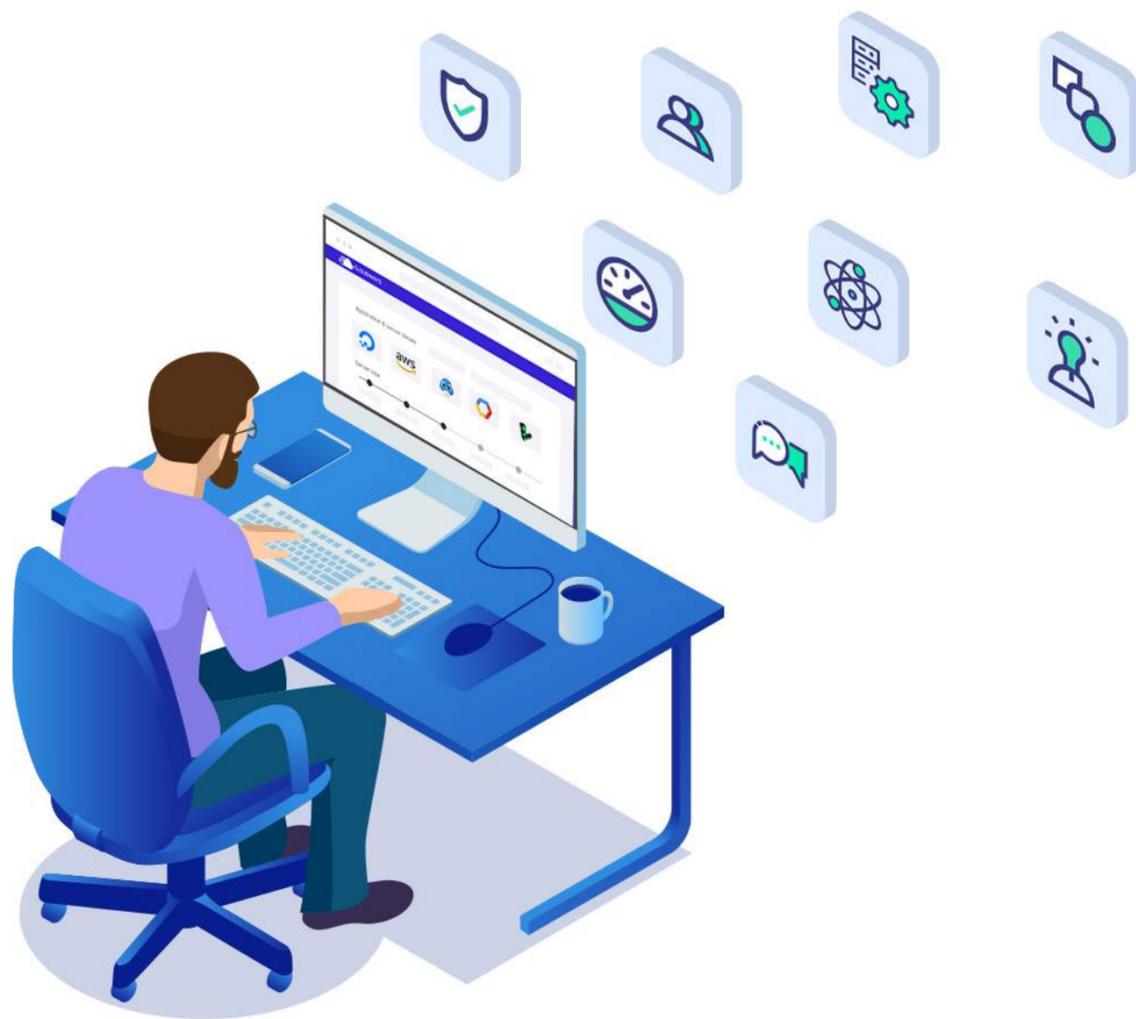
"And, we found the perfect match."

Simplified Hosting For Multiple Clients

[START NOW](#)

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 saw page loading speed improving by 100%—and sometimes, more than that.

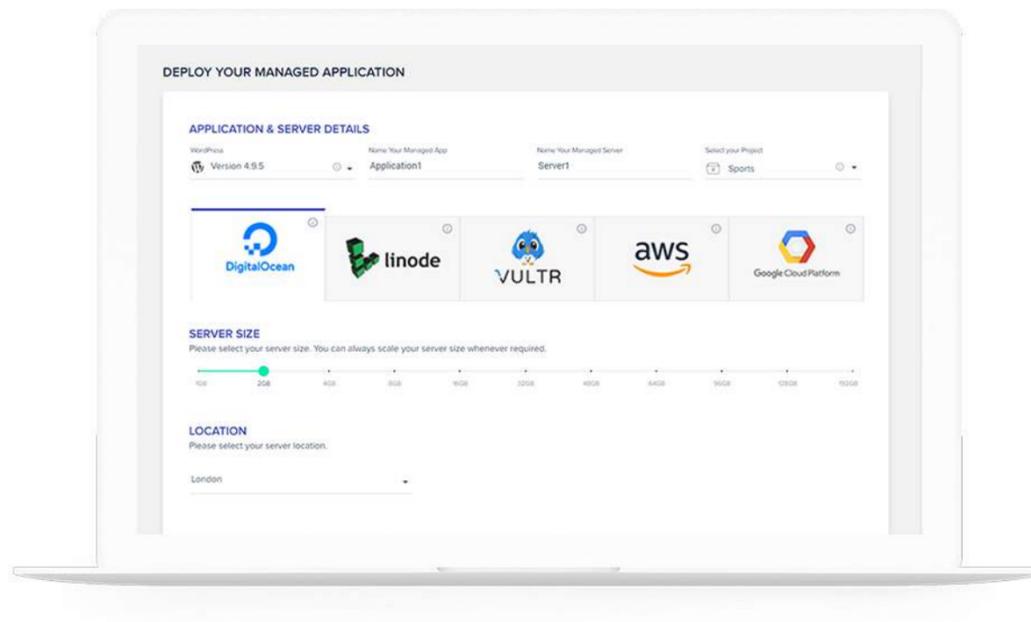


The team at Joslex Studios found Cloudways to be a comprehensive **WordPress** and **PHP hosting platform** that provided fast and optimized cloud infrastructure hosting management. In their study, they discovered that Cloudways provided equally good results on all supported cloud infrastructure providers.

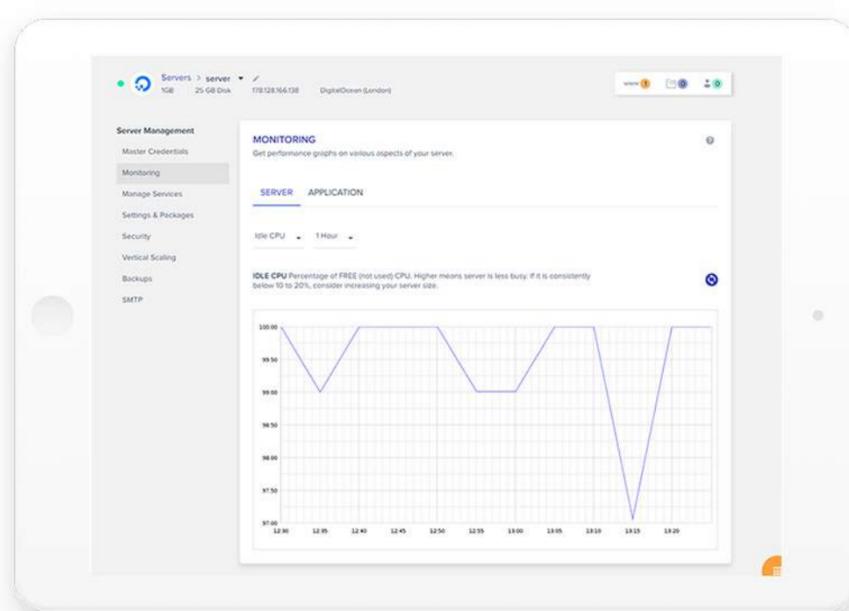
The secret behind the excellent performance of Cloudways is an optimized stack based on NGINX, Varnish, Apache, and Memcached that ensures faster page load time and optimum server performance. The unique cache layers of Varnish and Memcached are configured to complete the required operations using minimum server resources. 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 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 Studios was handling multiple client sites powered by WordPress, Cloudways proposed them to deploy these sites on small, medium, and large servers that their team can manage under a single Cloudways account.



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

START FREE TRIAL

TRUST AND TEAMWORK ARE THE ESSENCE OF SUCCESS

While Jeff was very happy with the product itself, he slowly became a fan of the after-sales services. “They have an outstanding support team behind their 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 Studios 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 Studio team always have found assistance whenever they wanted. “We, at Cloudways, **value teamwork and customer satisfaction**. Our target is to make our customers feel at ease with our top notch cloud services,” says Pere Hospital, Co-founder and Chief Technology Officer of Cloudways. “This is what we have practised since the very first day.”

But, this is not all. Cloudways always listens to its clients, and in the case of Joslex Studios, our product engineers implemented what Jeff had proposed, including the full-screen view of the built-in MySQL Manager of the Cloudways Platform.

“ Having our client sites load quickly is essential to doing our best for our clients ”



Jeff Joslex
Founder of Joslex Studios

Yes, you read it right.

We have a built-in MySQL Manager. That's not all, we have more conveniences, like Git support , Cron job manager, etc.

[GET STARTED FREE](#)

HAPPY CLIENTS = HAPPY JOSLEX STUDIOS = HAPPY CLOUDWAYS

And behold! With Cloudways, Joslex Studios achieved what they desired for a long time. Now, the page load times of all the WordPress client sites have remarkably improved from 4 to 5 seconds to a mere 1 second. There was a drastic improvement in the overall performance of all the client sites. As a result, they achieved higher customer satisfaction.



FINAL WORDS



As Jeff added, “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!”



About Cloudways

A Managed Cloud Hosting Platform Where Teams
Can Build, Deploy, Scale & Manage Phenomenal
Web Applications

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