

CASE STUDY

# ideabox

HOW CLOUDWAYS HELPED A  
WORDPRESS AGENCY BUILD BETTER PRODUCTS



## IdeaBox Was Struggling with Several Issues in a Shared Hosting Environment

IdeaBox was using a shared hosting environment prior to Cloudways and also tried using cloud hosting but both had a fair share of challenges.

It was tricky for them to share the access with the team for the shared hosting environment as they couldn't keep track of the user activity. If anything went wrong with one of the sites, there were chances of the entire account getting locked down.

IdeaBox tried using cloud servers for keeping their sites separate, but it came with command-based access. Not everyone is a server admin and it can become time-consuming to even perform simple tasks when you are not experienced with the command line.

So, IdeaBox was looking for something that would be a mix of both the worlds and provide efficient ways to manage their websites. After exploring a couple of options, they found Cloudways to be a good fit.

Puneet Sahalot started his career as a freelance developer in 2009. In 2012, he founded a WordPress design and development agency, [IdeaBox](#).

IdeaBox works exclusively with WordPress. He started as a service provider agency and ventured into product development in 2016. It couldn't have been possible without the dedication and efforts of the entire team.

He believes in a flat hierarchy, a friendly work environment, and always welcome open discussions for the future growth, plans, and execution of the company as well as products.



The Cloudways Platform provided them all the basic functionality they needed, like domain mapping, server performance, SFTP/SSH, caching, etc. Since they work mostly with WordPress, 1-click installation saved them a lot of time and effort.

Occasionally, when they need to experiment with some side projects, they have the flexibility to spin up a fresh server.

## IdeaBox Started Looking for a Hosting Provider That Can Meet Their Expectations!

IdeaBox was looking for a cost-effective but managed hosting platform with 24/7 expert support to help them host websites. They needed the freedom of dedicated servers for websites backed by an experienced support team. So, in any case, if something goes wrong they won't end up looking for a server admin.

They needed an easy way for their team members to access different sites and servers. Also, they only wanted to use and pay for resources they needed. For instance, there are times when they use Cloudways as a playground for development servers.



## Cloudways Is a Good Fit for Managed Hosting with 24/7 Expert Support.

*Puneet Sahalot, Founder at IdeaBox*

After the development is complete, they can hand over the sites to their clients and delete the server. For the load testing, they have an easy option to scale up the server without affecting any other sites on their account, which won't be possible with a shared hosting environment. Many managed WordPress hosting would charge them for over usage and shared hosting will lock them down!

The advertisement features the Cloudways logo at the top. Below it, the text reads "Managed Cloud Hosting Platform Built for Agencies!". A list of features is presented with green checkmarks: Automatic Backups, 1-Click Free SSL Installation, Git Integration, Staging & Website Cloning, and Unlimited Team Members & much more!. At the bottom, there is a prominent "START FREE" button.

## Cloudways Helped IdeaBox to Improve Performance Effectively!

Cloudways helped IdeaBox get rid off server management. They can now have a fresh WordPress installed on a dedicated server, optimized for performance with just a click. They can add as many team members to the account and give them access to the resources they need, which eliminates dependency on a senior-level team member for certain tasks.



## If Something Goes Wrong, We Can Reach out to 24/7 Live Chat Support.

*Puneet Sahalot, Founder at IdeaBox*

The value proposition has been highly great for IdeaBox. It has saved them hours of time and effort for setting up new WordPress websites, Cloudways platform has enhanced the agency development workflows of IdeaBox by making time taking tasks simpler to perform.



## Cloudways Has Been More Than Just a Hosting Provider for IdeaBox.

*Puneet Sahalot, Founder at IdeaBox*

IdeaBox is led by a welcoming team of professionals and we have made good friends. It was fantastic to meet IdeaBox Team in WordCamp Europe 2019, Berlin.





It's easy for us to share our feedback directly with the team members via Facebook group or email. I remember discussing and testing a few new login and authentication features with Ahsan along with feedback on the blog layout. It's good to see those being implemented.



## **Cloudways Is Fantastic! That's All I Can Say**

*Puneet Sahalot, Founder at IdeaBox*

I love the fact that the team behind Cloudways focuses on continuous innovation. I believe that a small step in improving the support will take Cloudways to the next level.

Cloudways is not just a hosting provider, it is your partner that helps agencies and clients to maintain their websites without worrying about performance, security, and support-related issues. It works as an extended team and aims to provide the best experience to individuals and businesses, so they can focus on their marketing strategies and growth.





Empowering People so That They Can Move Their Dream Forward

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