

PUBLICLY FACING CONTENT MANAGEMENT SYSTEM



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Content Management Systems are a critical part of modern digital business. Optimizing all business assets is a necessary and key part of ensuring that your business associates can maintain the highest level of efficiency and productivity possible. This client's Production Support project was associated with a publicly facing CMS.

Impact

The client was using a WordPress CMS, and that was the portal that the associates utilized to recruit by logging in and sending information to their prospects. They could also order requisite products - along with their downline being able to order products - and they could monitor all of that interaction. Because our client was in the direct selling marketplace, having the ability to track and show associates their downline interactions, and more importantly their commissions, was paramount. This complex system required three different systems integrated in the backend to work together seamlessly.

Solution

To optimize their systems, we put a team together and worked in three phases. During phase 1, we analyzed the landscape and - in an extremely reactive mode - made sure that any issues were resolved by human intervention. For phase 2, we took an approach of problem management. Our task was to figure out what the root causes - or the primary reasons - behind the instability of the WordPress site and fix them. In the final phase we were able to transition into a normal production support and engagement system.

Result

The end-results were good, and everyone was happy with the optimized system. We were able to show the reliability, availability and the predictability of the website. The CEO was happy because he saw less and less complaints coming to him from the associates. Optimizing and consolidating website and CMS assets gives your business the ability to scale and grow.