



# The WordPress VIP Advantage

Why Enterprises Switch from WP Engine to WordPress VIP

## Key Differentiators

Reduced risk of failure	The authority on enterprise WordPress
Improved security and performance	Enterprise-grade Delivery
Increased speed to market	Fortune 500-level support

WordPress VIP is the agile content platform leading a powerful enterprise ecosystem. Simply put, we are the world's authority on enterprise WordPress.

Companies that choose WordPress VIP experience reduced risk of failure, reduced cost of ownership, improved speed to market, and the agility to create valuable digital experiences at scale. Key differentiators across our product, services, and enterprise-grade delivery make us the clear choice for large businesses.

## Market-leading Product

The WordPress VIP platform was purpose-built for complex, global deployments. Standard features include multiple caching layers, a world-class Content Delivery Network (CDN), built-in enterprise search service, horizontally scaling application infrastructure, hourly backups, and 24/7 monitoring.

**Multisite Support:** The VIP Cloud fully supports multisite, empowering customers to rationalize their infrastructure across all brands and subsidiaries.

**Developer Toolkit:** Our development workflow is optimized for speed and safety, with a built-in dashboard and command-line interface to manage your application.

**Secure Cloud Platform:** We support Single Sign-On (SSO), Two Factor Authentication (2FA), DDoS protection, and full encryption of traffic from edge to origin. We are one of the only platforms to run parts of our production file system in read-only mode, protecting applications from common attacks that install backdoor shells and other malicious files.

## Best-in-Class Service

As part of the Automattic family, whose CEO is the co-founder of WordPress, WordPress VIP's experts know better than anyone else how to optimize WordPress for enterprise functionality. This is not simple ticket-based support: our approach to customer success prioritizes meaningful collaboration to build long term solutions.

**Trusted Team:** Each customer has support from a named team of experts, providing both technical and non-technical services in alignment with a customer's long term success, roadmap, and objectives.

**Proactive Performance and Security Monitoring:** We manage the platform for you, identifying security and performance problems and proactively working with you to solve them. Our customers don't worry about incurring technical debt because we can help manage all WordPress updates, freeing developer time to focus on critical business objectives.

**Enterprise Technical and Strategic Consulting:** Our architectural consultants help customers assemble the best

"You all are THE WordPress guys. ... [Others] like to provide infrastructure only vs. WordPress VIP who can provide end-to-end solutions."

**VP Strategic Technology  
at Global Publisher**

"It's great to work with a team that has a human angle and is not always trying to sell. WordPress VIP genuinely wants to solve things with us."

**Head of Marketing  
Technology at Global  
Market Research Firm**

enterprise solutions, experts, and global agencies from the large open source community to build a technology stack that actually solves their digital experience needs. The discovery process includes understanding your customer experience aspirations, evaluating potential integrations, and providing agency and technology recommendations based on project goals.

## Enterprise-grade Delivery

**Scale and Performance:** WordPress VIP's platform and services were built from the ground up for enterprises with millions of consumers across the globe accessing content all the time. When you choose our platform, you are joining brands like Microsoft, TIME, CNN and Spotify. By partnering with us, you can trust your sites to perform during your biggest days.

**Total Cost of Ownership:** It's important to think beyond just the cost of hosting. Enterprises require a partner that can scale and support their digital growth today and tomorrow. Choosing WordPress VIP reduces capital and operational expenditures when compared to midmarket tools that focus only on hosting.

**Non-transactional Business Model:** "More hardware" is not our default solution to issues. Through true partnership with our customers, the experts on our dedicated teams work collaboratively to solve the customer's problem.

**Global Security:** Our wholly owned infrastructure, robust code review, SSO and 2FA support, DDoS protection, 24/7 global monitoring and expert technical support reduce risk exposure for enterprise customers. Our servers are SSAE SOC 2 compliant and we are the only FedRAMP authorized enterprise WordPress provider.

**Get in touch to learn more about how WordPress VIP can help you create customer experiences that drive your growth at [wpvip.com/contact](https://wpvip.com/contact).**

### Market Leaders Choose WordPress VIP

WordPress VIP is the enterprise content management platform with the ease, flexibility, and freedom enterprises need to scale the digital experiences that drive growth.

