

Success Snapshot

ambio

EL-PROFFEN

Industry
Software

Site
www.ambio.no

Challenge
Ambio's largest client—electricity provider EL-PROFFEN—needed a self-service portal where its member companies could set up unique web pages. Ambio also needed help migrating its entire customer base to WordPress from a proprietary CMS they had used for more than a decade.

Solution
WP Engine Digital Experience Platform

Results
Ambio's relationship with EL-PROFFEN has strengthened, and using WP Engine's WordPress Digital Experience Platform, the company has found different ways to attract a new, diverse set of clients.

Keeping the lights on in Norway.

Ambio Software relies on WP Engine to make sure its largest client can offer an easy-to-use way for employees to create and maintain new websites.

Ambio AS is a Stavanger-based company that provides consultancy services and software solutions to companies of varying sizes—from local, Norwegian businesses to large, international corporations. Founded in 1998, Ambio's software arm focuses on web application development and bespoke business software. They are also a Google G Suite reseller.



The challenge.

Ambio Software has been building websites for businesses in their native Norway since 1998, and their customer list has featured big names from the start.

After initial success creating websites for a few large clients, Ambio's Deputy Software Manager, Frode Hagerup, and his team began building an in-house, proprietary Content Management System (CMS), which would end up fueling their side of the business for nearly 15 years.

"We called the system NetBlast," Hagerup said, "Having a system like that helped us gain a lot of new customers, including EL-PROFFEN, which is Norway's largest chain of electricians and our largest customer to date."

EL-PROFFEN has more than 200 companies across Norway with more than 4,000 employees, and each of its locations is individually/locally-owned. While EL-PROFFEN manages marketing strategy, product, and logistics on behalf of its member companies, each location is provided with access to the company's web portal, where they can create web pages, publish content, and host intranet services for their employees.

While NetBlast was a sufficient solution to power these capabilities for many years, EL-PROFFEN and Ambio eventually agreed on a deal that included the creation of a new CMS, which would consist of added self-service functionality for EL-PROFFEN's employees.

“We were looking for something a little bigger, a little more professional. Then we found WP Engine and everything fit our needs.”

Frode Hagerup,
Deputy Software Manager, Ambio



“Initially we were going to program the system on our own once again,” Hagerup said. “But EL-PROFFEN needed to make sure its growing list of affiliated companies and employees were able to spin up websites for customer stories, business news and internal company-wide content. We felt like WordPress was the best choice for this type of job.”

Another factor, Hagerup said, was that with WordPress, “we didn’t feel like we had to explain why we were choosing it. The rest of the world uses WordPress, so it was a no-brainer.”

However, with 300 customers running on the old, proprietary system, Hagerup also needed to make sure Ambio’s customers had a safe, secure, and stable new home for their sites to live in, and he needed a partner who could help move everything over.



The solution.

Hagerup and his team looked at a number of WordPress specialists based in Norway, but none of them seemed to fit the bill.

“We were looking for something a little bigger, a little more professional,” he said. “Then we found WP Engine and everything fit our needs. At that time it was crucial that we had the bandwidth to concentrate on delivering websites to our customers, not worry about the migration or administration, and WP Engine was able to provide that level of comfort.”

With the decision made, Ambio migrated over to WordPress without any issues or downtime, and EL-PROFFEN has been pleased with the functionality of their new sites.

“Since EL-PROFFEN has nearly 200 companies across Norway, they have been able to use the sites we provide for content hubs, where they post customer stories and other external information, as well as company intranets,” Hagerup said. “We also built the company’s homepage using WordPress.”



The results.

Since building the new site on WordPress, powered by WP Engine, Hagerup said Ambio’s relationship with EL-PROFFEN has strengthened even further.

Furthermore, Ambio’s success assisting EL-PROFFEN has attracted other high-profile clients.

Success Snapshot

“We built a site for Stavanger Concert Hall, one of Norway’s largest concert halls,” Hagerup said. “Last year they had 3.5 million visits, which we managed, using WP Engine, without any trouble. Because WP Engine makes it easy to integrate with other systems outside of WordPress, we’re able to feed the ticketing system into their website.”

That success has led even more clients to Ambio’s doorstep.

“We’ve now begun working with several more concert halls because we’ve been able to provide a good example of how we integrate with ticketing systems using an API,” Hagerup said. “It’s been one success to the next. When we started doing this back in 1998, we were programmers and developers. We’ve always wanted to help companies make beautiful websites, and with WP Engine, we feel like we can focus on that while they take care of the rest.”

About WP Engine.

WP Engine is the world’s leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.