



Lozier + Flywheel

Case study



Lozier is a leader in the store fixtures industry and offers millions of square feet of manufacturing and distribution capacity throughout the US. They work with a huge variety of customers, from major retailers and mom-and-pop stores to nationwide chains.

Prior to Flywheel, they were hosting their corporate website internally; that responsibility, coupled with all of the other database and services and storage equipment, was causing a bunch of added stress for both the marketing and IT teams.

Lozier's marketing site is especially important for their field sales agents, who use it while they're out at appointments to showcase their catalog and illustrate examples of the kinds of shelving solutions they can provide. If that site is down when they're trying to close the sale... well, you can imagine the dramatic business impact that could have.

RELIEF FOR THE IT DEPARTMENT

Those troubles (downtime, error messages, responding to outages at all times of the day) lead IT Manager Jason Nocita and Interactive Project Manager David VanHessche to start exploring external hosting options as a way of managing the site. It had become a huge source of frustration for the IT team, who felt that they couldn't deliver the same level of experience for the site that they could with all of the other equipment, services, and software they managed.

"We went to Flywheel and asked some very difficult questions, and asked them to provide us with examples that made us so comfortable in our decision that we knew we had the right partner selected," Nocita said.

Flywheel shares that same passion for a great customer experience was able to provide a quality commitment, the WordPress experience, and the support staff to deliver on that.



The day-to-day responsibilities of maintaining a corporate website that is fully operational, maintained, and upgraded are now left to Flywheel.

DEDICATED ACCOUNT MANAGEMENT

Flywheel provided Lozier with a dedicated enterprise account manager whose primary goal is to learn everything they can about the client and their goals and provide the answers, solutions, and reassurance to make all those dreams come true.

"Having a dedicated account manager is a big deal for Lozier," VanHessche said. "Somebody to go to, somebody that knows us, somebody that knows what we need, just makes it a lot easier to get those answers and reassure us that 'Hey, everything's gonna be okay.'"

Lozier's dedicated account manager provides David with quarterly reports and proactively reaches out regarding hardware upgrades, plugin issues, performance improvements, and more.

ROCK-SOLID INFRASTRUCTURE

"One of the things that's very attractive about the Flywheel platform is that it's hosted on the cloud," Nocita said. Redundancy was incredibly important to Lozier; they wanted to ensure that they weren't reliant on one single service or platform, and that there were multiple options behind the front line if there was any sort of problem. That's the backbone of our enterprise WordPress cloud infrastructure; it's designed to be fully redundant and scale with your site as it needs to.

Since moving their marketing site to Flywheel, Lozier has enjoyed an uptime of 99.99%, thanks to our fully redundant environment and industry-leading security packages.



“ [Now] my day-to-day interactions with Dave are quite minimal, and it's very pleasant - and in fact, we joke around about it! When we see each other in the hallway, instead of “Hey Dave, I want you to know that our corporate site was down for a few minutes last night,” it's now “Hey Dave, how's Flywheel treating ya?”

- JASON NOCITA, IT MANAGER AT LOZIER

The migration has significantly improved the relationship between marketing and IT at Lozier, allowing both departments to offload the complexities of managing a mission-critical website so they can get back to doing their best work.



Partner with Flywheel today

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

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