Enterprise WordPress | Case Study

Replatforming ArtsHub to WordPress

Moving Australia's largest online arts community from a bespoke, legacy .NET CMS to WordPress unlocked significant business opportunities while reducing costs.



About ArtsHub

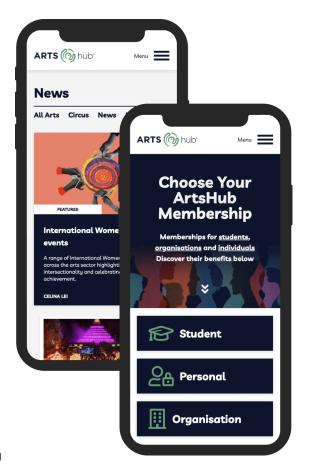
Built upon a proud 22-year heritage, ArtsHub is Australia's leading independent online resource dedicated to the world of the arts.

The platform serves as a marketplace to connect audiences with arts news, jobs, grants and events.

The problem

ArtsHub's legacy CMS and technology stack had been developed internally for over a decade on technology such as .NET.

Keeping this technology up to date was a major amount of work, along with the lack of community or reusable components to expedite any innovation or initiatives



Creating new online products was a challenge, as was the convoluted sales and renewals process, which featured significant manual processes.

The legacy stack was maintained by a single internal staff member, creating a significant business risk and opportunity cost as the amount of time to just "keep the lights on" was considerable.

ArtsHub wanted to reimagine their platform for the next decade, and completed a thorough evaluation process between WordPress and a number of popular frameworks, platforms and content management systems.

The solution

Replatforming to WordPress has resulted in a number of significant benefits for ArtsHub.

Streamlining editorial workflows

The ArtsHub editorial team was able to benefit from using WordPress' block editor that enabled them to build richer articles in a fraction of the time from the legacy CMS.

Greater business autonomy

Being able to leverage features that come standard with WordPress can often be overlooked, but these are often left out of internal CMS projects.

From managing menus to building new taxonomy and content sections without an engineer to recode things is significant.

Leveraging WordPress multisite

ArtsHub actually has both an Australian and UK version. Using WordPress multisite enabled the business to standardise the codebase and share features.

It also has since enabled the business to rapidly deploy new niche vertical publications within a fraction of the time.

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I'm most excited about seeing what the new WordPress platform will allow us to do from a product and revenue perspective.

We can now innovate and experiment with new commercial products significantly faster than before.



Sol Wise CEO, ArtsHub