PaaS protection

A digital agency's guide to fitness in challenging times

platform.sh

Whether you founded your agency back in the day of static websites, or you're building a dynamic digital agency, you've likely set some foundational, short- and long-term strategies for your shop.

+ What solutions and services you'll offer—and how to price them
+ How to identify, acquire, and retain your ideal clients
+ How to measure success
+ How to go to market
+ How to build passion for your brand
+ How to approach growth
+ How to attract, compensate, and nurture talent
+ How to create a collaborative company culture

On the flip side, you may be feeling the pressure of those elements that seem (or actually *are*) out of your sphere of influence or direct control, like:

+ Local and global economic conditions
+ A dry talent pool
+ The speed of technological evolution

A Platform-as-a-Service (PaaS) helps you navigate through obstacles, keeping your agency fit and your goals front and center, while positioning you for success over the long haul.

That's what this ebook is about.

Keeping your agency in

shape

A 2020 Gartner CIO Agenda survey gathered data from more than 1,000 CIO respondents in 64 countries and all major industries, separating respondents' enterprises into two groups—*fit* and *fragile*—depending on how they fared in their last turns (e.g., economic recession or data breach). Fit enterprises emerged from their turns stronger in capabilities such as funding business initiatives and attracting the right talent, while fragile enterprises emerged less capable in these areas.[1]
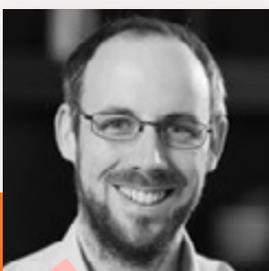
So, what does this have to do with your agency?

Regardless of size or business model, your shop needs to be in the best possible shape to adjust to whatever comes your way—even in the most challenging, unanticipated circumstances.

By adopting a PaaS like Platform.sh, you free your team to focus 100% of their time on what they do best—building and deploying innovative experiences—and zero time managing hosting, ops, infrastructure, and process.

With DevOps in your rearview mirror, developers can concentrate on generating more billable hours—leveraging Platform.sh to quickly develop those sticky digital experiences, take on additional client projects, and get them out the door lickety-split. Newfound resilience translates into short- and long-term client satisfaction, increased stability, and greater financial gains for your shop.

Barry Fisher
Director
Pivale

" **With Platform.sh, we now have more fluidity in our deployment process and something we can standardize all our projects on. As a relatively small team, DevOps isn't a full-time role for any given person in our agency, so making sure we use our time wisely is the most important thing to get right. We can now spend our time more effectively consulting with our clients to solve their business problems—without the headaches of fragile and differing hosting environments."**

How digital solutions agency Pivale streamlined their workflow and leveraged a single set of tools to speed development and deployment, and drive consistency **>>**

PaaS fitness regimen

benefits

Let's dive into how the Platform.sh PaaS can further strengthen your agency's fitness and resilience.
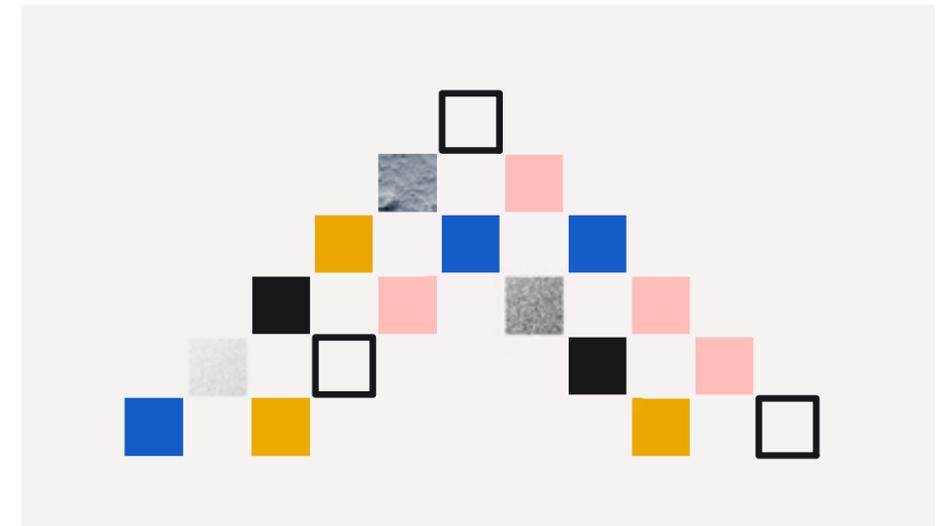
A successful, three-step PaaS fitness routine

1. Be prepared for nearly anything

Better plan for future growth—and manage future challenges—by easily scaling up or down to accommodate fluctuating staff requirements, traffic peaks and lulls, and app volume to help ensure operational continuity. For you *and* your clients. It's simple to

bring new internal and external developers onboard and get them up to speed quickly, at a lower cost. With the right skill sets to tackle every client project, you can expand the solutions and business value you offer, driving new revenue streams.
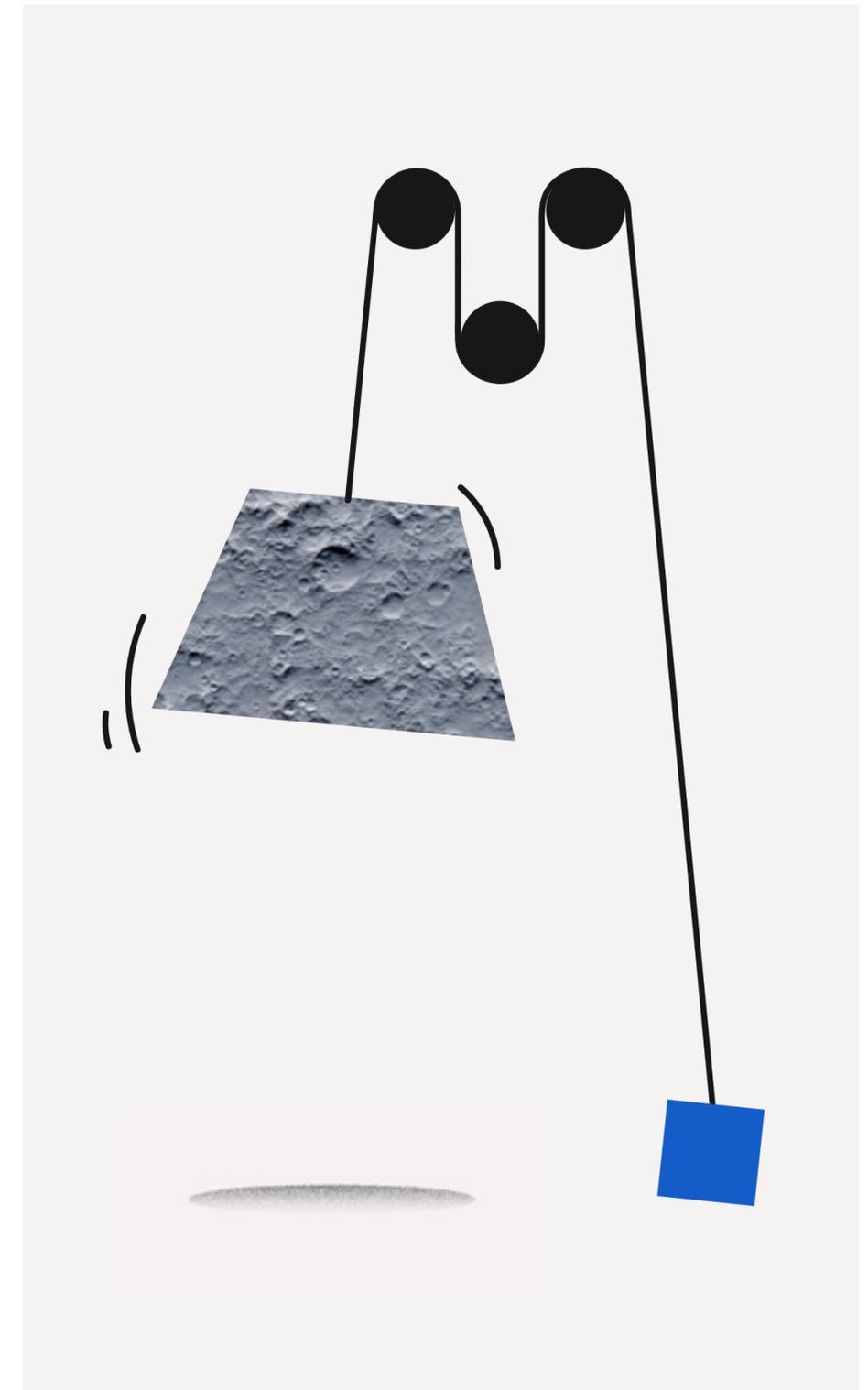

2. Execute rapidly and flawlessly

Your developers already know Git and GitHub, which significantly compacts their Platform.sh learning curve. For *every* change (data, services, CI/CD), Platform.sh provides a nearly instant clone of their production app, so every innovative idea can be fully

tested and merged perfectly into production. With Platform.sh, your team can build high-performance sites faster, improving user experience while enabling you to take on and turn projects *much* faster.

3. Uplift productivity

Your dev team can collaborate on a single client project, work on multiple initiatives in parallel to hit deadlines, or transition easily between projects —all while accelerating both internal and client reviews and approvals.

Winn Jewett

Founder and Lead Web Architect

Oxbow Labs

"

For more than five years, Platform.sh has been our go-to hosting solution, completely changing how we build and maintain websites. Because Platform.sh allows us to customize our development workflow, we're able to meet the unique requirements of each site. When a new feature is requested, we spin up a clone of the entire website, including the database, code, and files. We use this cloned website to build and test just this one new feature.

When we're ready to show the new feature to our client, we pass along the URL, so they can provide feedback. Deploying the new feature is as simple as merging the code into the live website. For more complex sites, we may have multiple developers working on a dozen new features or bug fixes at the same time, but the process is still just as easy."

How web dev studio Oxbow Labs combines Drupal + Python
to regularly save man's best friend >>

Flexibility

wins the race

For decades, most of us have sprinted to keep pace with technology innovation—from savvy, zealous consumers to deep-pocketed, non-tech companies and technology industry evangelists. It's been a never-ending race. But for digital agencies, the ability to adapt to what PebblePost CEO Lewis Gersh calls *the velocity of obsolescence* (*or* the shelf life of technology innovation)[3] can mean the difference between flatlined or declining revenue and the wide-open spaces of opportunity.
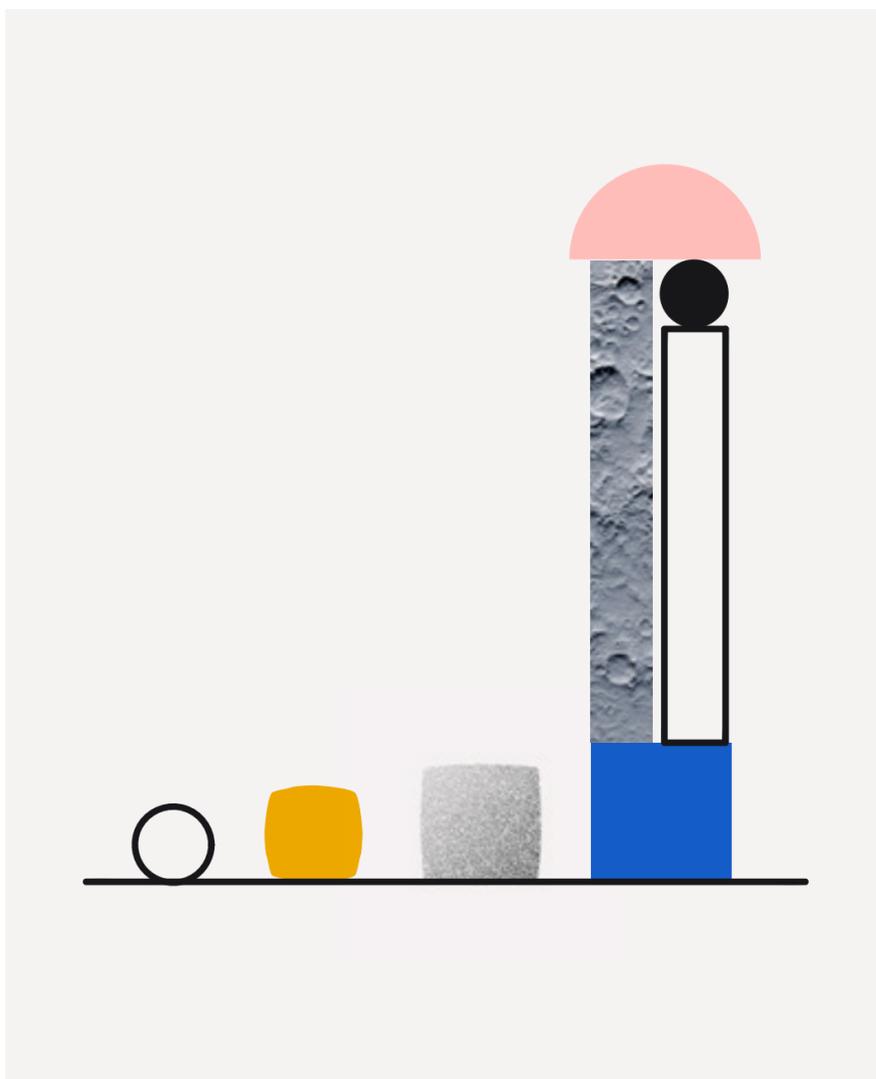
The speed in which technology evolves can force you to make some challenging choices: do you, for example, maintain the status quo by continuing to pursue projects where your developers can use the tools and approaches they've used historically *or* do you enable the team to enhance their expertise with new platforms that have the potential to expand your solutions portfolio and your profitability?

With the right PaaS, you can actually do both. And significantly more.

Creative freedom and flexibility come from having a PaaS that can grow and shift as your needs evolve. That's why Platform.sh isn't exclusive to any language or framework *by design*.

Rather, we support a range of programming languages—eight in all—from Node.js to PHP to Java. So, for example, your team can run Drupal or WordPress alongside their Node.js/Javascript app, Java, Python, and more without extra cost.

Developers can also combine the frontend and backend of an app in the same project, deployed automatically by Platform.sh across our secure, containerized grid.
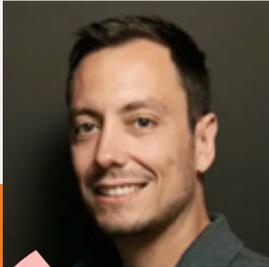

A single platform that combines technologies natively means that your dev team can move faster by choosing the technologies that work best for them (and any given project): no more need for re-training or to seek (and invest in) outside platforms to support their skills or preferences. And they can jump more efficiently between projects or clients or tasks because they don't have to switch the tools they're using. With skills now future-proof, the team can pivot quickly when technology changes to generate creative, leading-edge solutions to help retain current clients and attract new ones.

How digital agency Mediacurrent took a Drupal + Gatsby-driven approach to fully decoupled static sites, empowering organizations like Emory University to manage digital content and experiences. >>

Rainer Friederich

CTO and Managing Partner

WONDROUS

"Platform.sh enables us to use a single solution provider for all the different technologies and approaches we use for our projects. We see this as our number-one Platform.sh benefit. We can handle a higher volume of projects—and work on more projects concurrently—than we could before."

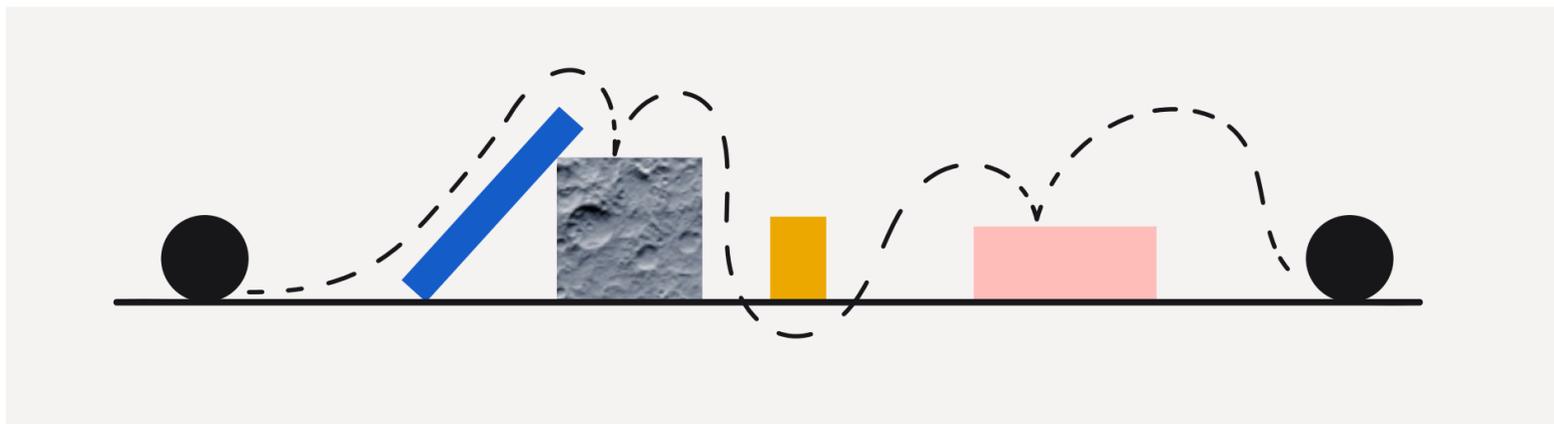How the WONDROUS team has found technology agnosticism, freedom, and lower costs >>

Finding the best solution for each client's challenge means not being locked into any one technology. Swiss-based digital creative studio WONDROUS chooses the technologies that will yield optimal results and delight their global clients. From healthcare pioneer Roche and Pharma giant Novartis to one of the most-recognized premium car and commercial vehicle manufacturers in the world, Daimler.

Fast, flexible,

fit

A PaaS can help your digital agency excel today and prepare your team for the opportunities that reveal themselves tomorrow and every day after that. Yes, there will be challenges. But by having the right PaaS in place, you'll have the infrastructure and tools needed to tackle them head on.

Platform.sh supports wherever you want to take your agency with:

+ Enterprise-grade uptime, with an up to 99.99% high-availability guarantee

+ Centralized management and patching of all your apps

+ Built-in, team-oriented CI/CD tooling

+ Fully managed database services to secure client data

+ Certified security and compliance

+ 24x7 support, with guaranteed response times from an expert team that spans 5 continents

+ A choice of four Infrastructure-as-a-Service providers: Amazon Web Services, Google Cloud Platform, Microsoft Azure, and Orange (And your team can run the same code across all four of these platforms without making any changes.)

+ A choice of geographies in which to run your applications – US, UK, Canada, Australia, Ireland, Germany, and France

+ Robust, highly reliable hosting

+ Predictable costs—without expensive add-ons

+ A flexible pricing model—without penalties for your (or your clients') business successes

Choose the projects and customers who energize you. Go vertical. Go global. As a Platform.sh partner, your agency can leverage the combination of our highly reliable, robust hosting and a flexible toolset *and* take advantage of special features and pricing. If becoming a Platform.sh reseller is part of your strategic direction, you can package high-value, end-to-end experiences that open previously untapped revenue streams. It's all up to you.
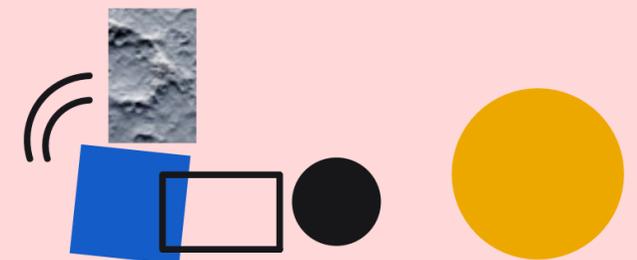
At Platform.sh, we're committed to helping you grow and optimize your business. So you can prepare for the future—and whatever happens to come your way.

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[1] Gartner. *The 2020 CIO Agenda: Winning in the Turns.* October, 2019.

[2] J.R.R. Tolkien. *The Hobbit.* September 21, 1937.

[3] Lewis Gersh. *What marketers need to know about the rate of technology obsolescence.* MarTech Today. May 27, 2016.

Contact our agency team to learn more

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