

**XENELSOFT**

TECHNOLOGIES & CONSULTING SERVICES

# Managing the Digital Ecosystem of Five Brands Across Two Business Groups

*A Client Success Case Study*

## CLIENT GROUPS

QES Group • AJSE Group — 5 Business Brands

## ENGAGEMENT STARTED

June 2024 — Long-Term Digital Technology Partnership

# Client & Engagement Overview

Since June 2024, XenelSoft has served as the long-term digital technology partner for the QES Group and AJSE Group, managing five business brands across a continuously modernized digital ecosystem.



## QES Group

- QES Academy
- QE Safety



## AJSE Group

- AJSE
- Beaver Energy
- Gogo Wash

### Engagement Scope

Our engagement extends beyond website development into continuous website modernization, infrastructure management, security, maintenance, testing, and digital marketing — delivered as a single, centralized technology partnership across both business groups.

# Services Provided

A full-spectrum, managed digital services engagement covering every layer of the ecosystem.



**Website Design & Development**



**WordPress Management**



**Annual Website Facelifts**



**Security Hardening & Monitoring**



**Daily Maintenance**



**Performance Optimization**



**SEO**



**Digital Marketing**



**Server & Staging Management**



**QA Testing**



**Technical Support**

# Business Challenges

What the QES Group and AJSE Group faced before partnering with XenelSoft.



Outdated WordPress versions and legacy website architecture.



Frequent hacking attempts and malicious activity.



Slow website performance and occasional crashes caused by malicious code.



No structured ticketing or request management process.



Multiple brands requiring centralized technology management.

# Our Solution

XenelSoft redesigned and rebuilt all websites using modern WordPress architecture and established a proactive managed services model.



Annual website redesigns and UX improvements



Jira-based ticketing system



Daily maintenance and monitoring



Daily backups and disaster recovery



WordPress core, plugin and theme management



Security hardening and continuous monitoring



Performance optimization



Staging server testing before production deployment



Ongoing SEO, digital marketing and feature enhancements

# Business Outcomes

Measurable results delivered since the start of our partnership.

**500+**

Jira tickets completed

**99.9%**

Website uptime

**60%**

Improvement in website speed

**40%**

Year-over-year organic traffic growth

**4×**

Increase in customer enquiries & conversions

**5**

Business brands managed under one partnership

**100%**

Immediate response from dedicated support team



**One Trusted  
Digital Partner**



# From Website Partner to Strategic Digital Technology Partner

XenelSoft has evolved from a website development partner into a strategic digital technology partner. Through continuous innovation, proactive maintenance, enterprise-grade WordPress management, and dedicated support, we help the QES Group and AJSE Group operate a secure, scalable, and high-performing digital ecosystem.

Secure

Scalable

High-Performing

Long-Term Partnership