

Fast-Growing Marketing Agency Scales from 50 to 200 Employees Without Adding IT Staff

COMPANY

Prism Creative Group

INDUSTRY

Marketing / Advertising

EMPLOYEES

50 to 200 (during engagement)

LOCATION

San Diego, CA

THE CHALLENGE

Prism Creative Group was on a rapid growth trajectory, winning major accounts and onboarding new employees at an unprecedented pace. Their single in-house IT administrator was overwhelmed, creating bottlenecks in employee onboarding that sometimes took two weeks to complete.

The agency's creative teams needed access to high-performance computing resources, large file sharing capabilities, and collaboration tools that could handle video production, design assets, and campaign data. Their existing infrastructure couldn't scale to meet demand.

Leadership faced a difficult decision: invest heavily in building an internal IT department, or find a managed services partner who could scale with them. They needed a solution that would keep pace with their growth without ballooning costs.

THE SOLUTION

Intelligent iT implemented a scalable IT-as-a-Service model designed specifically for rapid-growth organizations. We deployed automated onboarding workflows that provision new employee accounts, devices, software licenses, and security permissions in minutes rather than days.

For the creative teams, we built a hybrid cloud architecture with high-performance compute resources for rendering and editing, combined with enterprise-grade file sharing that handled terabyte-scale creative assets. Integration with Adobe Creative Cloud, project management tools, and client collaboration platforms was seamless.

Our AI-powered helpdesk handled tier-1 support automatically, while our dedicated team managed infrastructure scaling, security, and strategic planning as the company grew from 50 to 200 employees over 18 months.

THE RESULTS

4x

Growth with same IT spend per user

4 Min

Average new employee onboarding time

Zero

Additional IT staff hires needed

99.9%

Uptime across all systems

“ *We quadrupled in size in 18 months, and Intelligent iT scaled right alongside us. New hires are productive on day one, our creative teams have the computing power they need, and I never had to build an IT department. They saved us at least three full-time IT salaries.* ”

Marcus Chen

CEO, Prism Creative Group

Ready to Transform Your IT?

Schedule a free consultation with Intelligent iT

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