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Case Study - Advertising & Marketing

Creating Without Limits. The IT Partner a World-Class Creative Agency Demands.

CLIENT SNAPSHOT

Company A New York-based digital marketing firm serving leading enterprise clients | **Locations** New York City, NY | **Industry** Advertising & Marketing | **Size** 51–200 Employees | **Client Since** 2026

Background

Celebrating its 10th year, this digital media company is wholly focused on high-impact creative. Their mission is to enable leading brands across retail, automotive, food & beverage, transportation, and entertainment to connect with people through remarkable advertising that stimulates the senses and inspires action. With countless award-winning and industry-defining rich ad formats under its belt, the company is widely considered the creativity and innovation leader in digital advertising.

Business Challenge

- Excessive time lost to repetitive, low-value IT tasks
- Persistent friction around system access and permission management
- Inefficient employee onboarding and lifecycle processes causing operational delays

Technical Challenge

- Vulnerabilities in email security posture and deliverability reliability
- Insufficient controls around identity governance and access management
- Lack of structured processes for hardware procurement and IT asset lifecycle management

Financial Challenge

- Skilled staff time diverted to manual IT tasks, reducing strategic capacity
- Underutilized and untracked assets driving unnecessary spend and operational waste
- Inability to forecast IT costs, creating unpredictable and uncontrolled operational overhead

The Outcome

With Focus Technology as their trusted managed services partner, this team now has a best-in-class IT foundation, freeing leadership and staff to focus on creative output, not operational friction. On the technical front, Focus Technology is actively addressing email security and deliverability gaps while driving strategic initiatives around Identity & Access Management and cloud modernization to strengthen the organization's long-term posture. Financially, the engagement delivers a predictable, flat monthly investment, giving leadership full cost visibility and the confidence that Focus Technology is by their side to navigate whatever comes next.

Why Focus Technology?

Focus Technology is an award-winning MSP and trusted IT partner for business, technical, and financial leaders. Our engineers evaluate emerging technologies and simplify complex environments, strengthening security and modernizing infrastructure. We deliver clear business, technical, and financial outcomes that help organizations operate confidently and remain competitive. Contact us today at (617) 303-0480 or marketing@focustsi.com for a no-obligation consultation.