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How a Creative Agency Strengthened Security, Enabled Remote Work, and Gained a True IT Partner

The Company

McGuffin Creative Group is a Chicago-based creative agency producing large-scale design files, videos, and marketing assets for major brands, including financial institutions with strict security requirements.

The Challenge

As McGuffin Creative Group scaled, their technology needs evolved rapidly — more team members, larger design files, and an increasing shift toward remote collaboration. Serving enterprise-level clients also brought heightened expectations around security and compliance.

Their long-standing IT strategy had supported them well through earlier phases of growth. But as the agency matured, the complexity of its operations began to outpace what a lean, hands-on setup could deliver.

The breaking point came when McGuffin needed to meet strict security standards to win a major new client, and realized their current infrastructure couldn't fully support it.

> *"We were signing a major client, and the security requirements outpaced what our existing IT could handle."*
> — *Chris, President & Creative Director*

McGuffin needed strategic guidance, flexible infrastructure, and a partner who could grow with them.

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The Solution

After vetting three IT firms, McGuffin chose Preferred Systems for their clear process, flexible engagement model, and above all, their mindset of true partnership.

Key Drivers for Choosing Preferred:

- Proven Process: Scalable onboarding and flexible support options.
- Confidence in Leadership: Trust in their team's strategic insight and alignment with McGuffin's workflows.
- Partnership Mentality: More than vendors, they became embedded allies.

"Preferred doesn't feel like a vendor. They're truly a partner."
— *Bob Sprecher, Chief Creative Officer*

Highlights

Security That Wins Clients
Preferred developed and documented a comprehensive security system that directly enabled McGuffin to win a major banking client.

Remote-Ready Infrastructure
Transitioned McGuffin to a cloud-based, remote-friendly model:

- 24/7 file server access
- Layered backup systems: Google Cloud + off-site redundancy
- Secure, high-speed workflows for large design files

Support That Goes Beyond IT
Preferred's team stepped in, resolving DNS hacks, automating Google scripts and even helping move office equipment during transitions.

The Results

✓ **More Business**
Enhanced IT protocols helped McGuffin land and retain high-value clients.

✓ **Reliable Remote Operations**
Smooth workflows for in-house and remote creatives, no downtime or tech friction.

✓ **Fast, Personal Support**
Preferred became the go-to problem-solver for complex tech challenges and everyday needs.

"Preferred is one of the top three calls I make — whether something's gone wrong or gone right."
— *Chris Sculles*

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Ready for a True IT Partner?

If your team is outgrowing your current IT setup? We'd love to talk.

Schedule an Expert Consult