



From Growing Pains to Scalable IT

How a Minnesota Marketing Agency Built a Decade-long Technology Partnership

In direct response marketing, speed and precision are everything. A Minnesota-based marketing agency had no room for downtime, no margin for data loss, and no time to waste chasing unresolved IT tickets.

However, as their business expanded, their technology needs became increasingly complex. From device management to security policies, IT had become a strategic necessity, not just a back-office function.

What they needed wasn't just someone to fix problems. They needed a partner who could grow with them, keep them secure and future-ready, and maintain the human touch that matched their culture.

That's exactly what they found in Teal.

Read on to discover how they overcame these challenges and built an IT foundation that keeps their business running fast and secure.

CLIENT PROFILE

SeQuel Response is a direct-to-consumer marketing agency headquartered in Eden Prairie, Minnesota. With a team of 11–50 employees, they specialize in results-driven direct mail campaigns for national brands.

As a professional services firm, their business depends on fast onboarding, responsive tech support, and ironclad security, making IT a critical piece of their operational success.

INDUSTRY CHALLENGES

Small marketing agencies face unique pressure to deliver quickly and securely. Common challenges include:

- Not having dedicated in-house IT support, creating operational gaps and reactive decision-making.
- Frequent device turnover and remote onboarding, which require streamlined provisioning.
- Supporting both PC and Mac environments, increasing the complexity of endpoint management and user support.
- Growing security expectations from clients requesting detailed policies, risk assessments, and proof of compliance.

CHALLENGES FACED BY THE CLIENT

As SeQuel Response continued to grow, their technology needs became increasingly complex. However, without an internal IT team, the responsibility for everything from device provisioning to server uptime and backup planning fell on already busy staff.

They needed a partner who could fully own their IT environment. Not just react to problems, but prevent them. Supporting both PC and Mac environments added another layer of complexity, and recurring issues with new employee setups disrupted workflows and created frustration for internal teams.



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At the same time, client expectations around security were evolving. More accounts required detailed IT policies, responses to business risk questionnaires, and proof of proactive cybersecurity practices.

SeQuel realized they needed a partner who could not only manage daily support but also bring business-aligned insights, technical depth, and an understanding of compliance demands. That's why they chose Teal - a team that could evolve alongside their growth, streamline operations, and help them stay one step ahead.

SOLUTION IMPLEMENTED

Teal stepped in with a fully managed IT model that combined responsive daily support with forward-looking consulting. They handled end-to-end IT management, including device provisioning, lifecycle support, backup and disaster recovery planning, and ticket-based user support.

In 2020, they expanded Teal's role to include security program development, helping SeQuel rewrite internal IT policies, respond to client risk assessments, and implement a quarterly roadmap for vulnerability testing and system patching.

Beyond technical execution, Teal brought strategic oversight, staying ahead of SeQuel's evolving needs by tracking emerging technology trends and maintaining regular leadership-level communication.

Their proactive communication ensured SeQuel's team was never left guessing - providing regular updates throughout the resolution process rather than just closing tickets.

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“Almost without fail, it has been the case that we are either ready to deliver on [our clients' technology requirements] or can do so with only a small adjustment to one of our offerings.”

- VP of Operations, SeQuel
Response

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This wasn't just outsourced IT. It was a growth-oriented partnership, built on accountability, trust, and continuous improvement.

RESULTS ACHIEVED

Over the course of a decade-long partnership, Teal helped the marketing agency transform its IT operations from ad hoc and reactive to confident, proactive, and secure. One of the most noticeable improvements was in onboarding accuracy. New team members started with fully configured devices and zero IT headaches, transforming a former weak spot into a competitive strength.

Teal also played a key role in strengthening their security posture, enabling the team to confidently respond to client technology audits with little to no adjustment needed. Their clear ticketing system and responsive communication gave leadership full visibility into IT support and ensured that issues were resolved thoroughly, not repeated.



Their ability to stay ahead of what we need from them without losing the personal touch has been incredible."

- VP of Operations, SeQuel Response



As SeQuel evolved, the demands on their IT environment deepened—requiring more strategic support than ever before. Teal scaled with them - delivering enterprise-level support while maintaining the personal touch that had defined their partnership from the start.

FUTURE-PROOFING CONSTRUCTION IT

In a fast-paced, client-driven industry, reliable IT is essential. Inefficient onboarding, weak security protocols, or slow support don't just create internal friction. They put client relationships and your reputation at risk.

This case study highlights what's possible when a professional services firm partners with an IT provider that can support continuous expansion, offer long-term planning, and deliver consistently dependable support.

By partnering with Teal, SeQuel built a modern, resilient IT foundation. One that grows with their team, adapts to evolving needs, and maintains the personalized service that sets them apart.

ABOUT TEAL

At Teal, our mission is to enrich our clients' lives with exceptional technology and obsessive service. We deliver unrelenting IT services through remarkable diligence, unparalleled responsiveness, speed of execution, and vast expertise.

Our results-driven approach focuses on ROI and continuous process improvement—leveraging artificial intelligence, automation, and strategic insight—to ensure you achieve your strategic goals. We're proud to have built trusted partnerships with many professional services firms over our 25+ years of service.



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