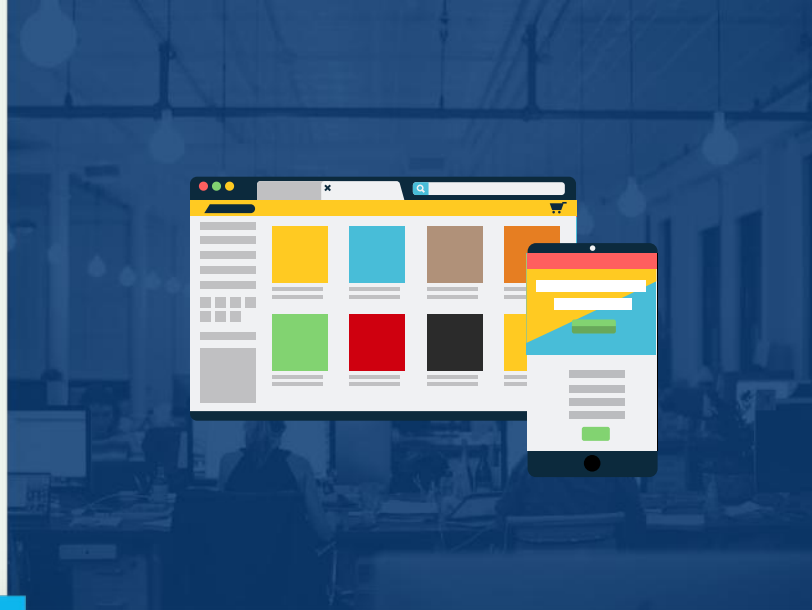


CASE STUDY

Website & Productivity Suite



CHALLENGE

RightFlink was preparing to launch its brand and needed to stand up a polished digital presence along with a modern collaboration platform — all without getting buried in technical complexity or committing to unnecessary upfront spend. They were looking for a partner who could simplify decisions and deliver quickly.

OBJECTIVES

- ▶ Launch a modern, credible website that reflects their brand and supports future growth
- ▶ Enable a secure, reliable productivity suite for email, collaboration, and day-to-day operations
- ▶ Keep costs optimized by selecting the right tools and licenses from the start

SOLUTION

SquidSpark implemented an end-to-end solution using our proprietary WordPress framework, managed cloud platform, and Microsoft 365 partner services.

SQUIDSPARK THEME

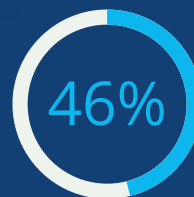
We built RightFlink's website using the SquidSpark WordPress Framework, a modular system that blends reusable design components with AI-accelerated development workflows. This enabled rapid delivery while preserving brand consistency, performance optimization, and a high-quality user experience from day one.

SQUIDSPARK CLOUD

The site runs on SquidSpark Cloud, our fully managed hosting environment designed for security, speed, and resilience. Built-in monitoring, automated protection, and ongoing maintenance free the client from infrastructure concerns while ensuring their website remains dependable and responsive.

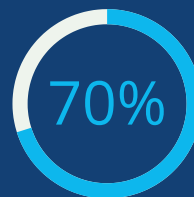
MICROSOFT 365

As a Microsoft Cloud Solution Provider, SquidSpark provisioned and configured RightFlink's Microsoft 365 environment, advising on licensing strategy to balance cost efficiency with access to Copilot and advanced security features. We continue to manage and optimize their tenant so their team can collaborate securely and effectively as the business grows.



Website Credibility

46% of users judged a site's credibility based on its overall visual design*



AI Productivity

70% of professionals confirmed that Copilot made them more productive**

* https://en.wikipedia.org/wiki/Stanford_Web_Credibility_Project

** <https://sqmagazine.co.uk/microsoft-365-statistics/>

“ SquidSpark made launching our business incredibly smooth. They built our website, set up Microsoft 365, and were always ready to help when we needed it. They didn't just deliver systems — they became a trusted partner in our growth. ”

Gary Fung, Founder
RightFlink