

# STUDIO ILLICIT

## Daring design needs a dependable digital backbone

*How Krystal helps Studio Illicit deliver bold design, with rock-solid performance and planet-positive credentials.*

### Studio Illicit

#### The client and the challenge

Studio Illicit is anything but your average design agency. Its roots lie in DIY punk rock, and that rebellious energy still shapes the agency's style, attitude and the striking creative statements that it produces for clients.

Founded by former bandmates Jake, Amy and Joe, the company has grown from designing record sleeves and websites into a full-service creative agency now based in a thriving studio in the heart of Exeter.

With a team of ten, the company now supports over 150 clients across tech, retail, food and drink, higher education and health. But while the creative flame has always burned bright, Studio Illicit's previous hosting provider failed to keep up. Acquired by a larger company, the service rapidly deteriorated. Uptime dropped, support slowed and concerns around security began to mount.

That's when Studio Illicit turned to Krystal.



We work with edgy, disruptive voices, and we build websites that are as bold as the brands behind them. But we were spending more and more time managing hosting issues instead of doing what we love. It just wasn't sustainable and we needed a robust solution.

**Amy McGill**  
Creative Director, Studio Illicit





## Studio Illicit

## How we helped them

### Stability, support and scalability

From simple brochure sites to complex ecommerce builds and fully bespoke systems, everything is built from scratch. Amy and her team needed hosting that matched the performance and polish of their design work. With Krystal's Katapult platform, Studio Illicit gained access to a scalable VPS solution with full root access, flexible backups and unbeatable reliability.

"Katapult was a total game-changer for us," says Amy. "Almost immediately, we went from constant firefighting to smooth, dependable performance every time."

Initially trialled with new projects, Katapult proved so reliable that Studio Illicit undertook a manual migration of all 100+ client websites over to Krystal. "That was a huge job," Amy admits, "but it was absolutely worth it, and now we trust Krystal completely."

### Speed and reliability that drives growth

The impact on performance has been dramatic. Uptime jumped from around 90% to well over 99%, while average site speed plummeted from around four seconds, to less than one. Support, once a three-to-five-day wait, is now fully resolved within anything from ten minutes to two hours.

All this reliability and responsiveness has delivered real-world results. Studio Illicit's client base has grown by 50% since switching to Krystal five years ago, thanks in no small part to the confidence they now have in their hosting.

"There is absolutely no doubt that having a partner like Krystal behind us has helped us grow faster," says Amy. "Our clients feel reassured and we feel more energised than ever to focus on delivering outstanding design and web development solutions."

### Planet-first hosting with credibility

Sustainability is another cornerstone of the partnership. Krystal's 100% renewable energy infrastructure and B Corp status align closely with Studio Illicit's values.

"It's a huge plus that Krystal is ethically powered," says Amy. "We're working towards B Corp status ourselves, and we've partnered with Climate Care for our carbon offsetting and a local company, Balanced Energy, to make our agency greener. Being able to offer our clients carbon-conscious hosting is a huge positive, and in some cases it's made that extra bit of difference which wins new business."





## Studio Illicit

### A partnership built on trust and growth

For Amy, the real value of the relationship comes down to trustworthy performance. Krystal's blend of expert support, intuitive tools and sustainable infrastructure has allowed Studio Illicit to strengthen its operations and its reputation.

For Studio Illicit, partnering with Krystal means:

- **Expert support:** Fast, personal and genuinely helpful troubleshooting that saves time and builds trust.
- **Effortless deployment:** Full root access and intuitive control panels make site launches smooth and stress-free.
- **Green credibility:** 100% renewable energy and B Corp credentials help strengthen their sustainability story.

### High-performance Katapult hosting, free for a year

Studio Illicit powers growth with Katapult, - now you can too. Through our UK Hosting Initiative, we're making world-class cloud infrastructure more accessible for UK-headquartered businesses.

We're so confident you'll love our platform that we'll **cover the costs for your first 12 months**. Discover how Katapult's virtualised infrastructure can futureproof your business today.



The relationship is built on trust and reliability. We don't lose sleep over hosting anymore, and it's now an important income stream for us. Krystal gives us the confidence to grow even further, because we know we're offering our clients the best of both worlds. It's blistering performance combined with impeccable principles.

**Amy McGill**  
Creative Director, Studio Illicit



Studio Illicit

Here's what they say



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Amy McGill  
Creative Director, Studio Illicit



An increasing number of our clients are asking about sustainable hosting. Krystal helps us turn that into a competitive advantage.

Amy McGill  
Creative Director, Studio Illicit

The impact of our work

<1s

average site speed,  
down from 4 seconds



Response  
time

reduced from 3 - 5 days,  
to fully resolved in under  
2 hours

50%

increase in clients since  
moving to Katapult

100%

renewable energy powering  
every site and a long-term  
commitment to sustainability

Why Krystal for web hosting and cloud infrastructure

- Over 22 years of experience in digital networking and infrastructure
- World-class digital infrastructure with leading reliability
- Bespoke solutions with a close-knit technical partnership
- ISO 27001 accredited and experts in safe data handling
- Infinite and flexible scalability to grow with confidence
- Certified B Corp and 1% For The Planet member
- Powered by 100% renewable energy in addition to carbon offsetting
- Award-winning 24/7 UK-based support
- Trusted by over 35,000 clients
- Lower your carbon emissions with an industry leading PUE of 1.05

Speak to our experts today at  
**krystal.io**

