

Case Study



How Hong Kong-Based Digital Agency Achieved Consistent Support, and Saved 82% with Full-Time Team Members

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Humanizing Growth

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Who is Rock Solid Digital?

Rock Solid Digital is a boutique web and app development agency based in Hong Kong, delivering high-quality digital solutions since 2015. With over 100 projects completed, they specialize in large WordPress network builds using the Sage/Roots theme and mobile apps with the Ionic framework.

Rock Solid works with businesses of all sizes, from Fortune 500 companies to startups, providing tailored, scalable digital solutions. Their nimble team integrates seamlessly with clients to deliver quality results that align with business goals.

The core services of Rock Solid Digital are:

- Custom Web Development
- Mobile App Development
- Full-Service App Maintenance

Location

Hong Kong

Industry

IT & Communications

Portfolio

Over 100 projects completed for clients across various industries

Year Established

2015



The Challenges

Issues with Freelance Workforce and Scaling Operations

- **Struggling with Freelancers**

Rock Solid Digital initially relied on freelance developers but faced challenges with unreliable talent, project-based agreements, and fluctuating pricing. As client demand grew, the lack of full-time team members made it difficult to scale quickly and deliver consistent, high-quality results.

- **Need Partner for Admin Tasks**

Managing administrative functions such as payroll, compliance, and HR operations was a major drain on resources. This left the company unable to fully focus on its core mission of delivering excellent client services.





The Solutions

Building a Reliable, Full-Time Team

- **Hiring Full-Time, Dedicated Team Members**

Rock Solid partnered with Penbrothers to hire dedicated, full-time team members for web and app development roles. This transition allowed them to benefit from more reliable, consistent talent that was committed to their long-term goals.

- **Outsourcing HR & Administrative Functions to Penbrothers**

With Penbrothers handling HR and administrative functions, Rock Solid gained the flexibility to scale their operations efficiently. This partnership allowed them to quickly add skilled developers without the delays of managing freelance contracts and ensuring compliance.





The Results

Consistent, High Quality Results with Full-Time Team Members

- **Increased Business Agility and Flexibility**

By hiring full-time, dedicated team members, Rock Solid could scale its operations efficiently and meet client demands more effectively.

- **Enhanced Client Focus**

Rock Solid was able to shift its focus back to clients, concentrating on delivering quality results instead of worrying about administrative challenges. This led to improved client satisfaction and increased business growth.

- **82% Savings on Costs per Role**

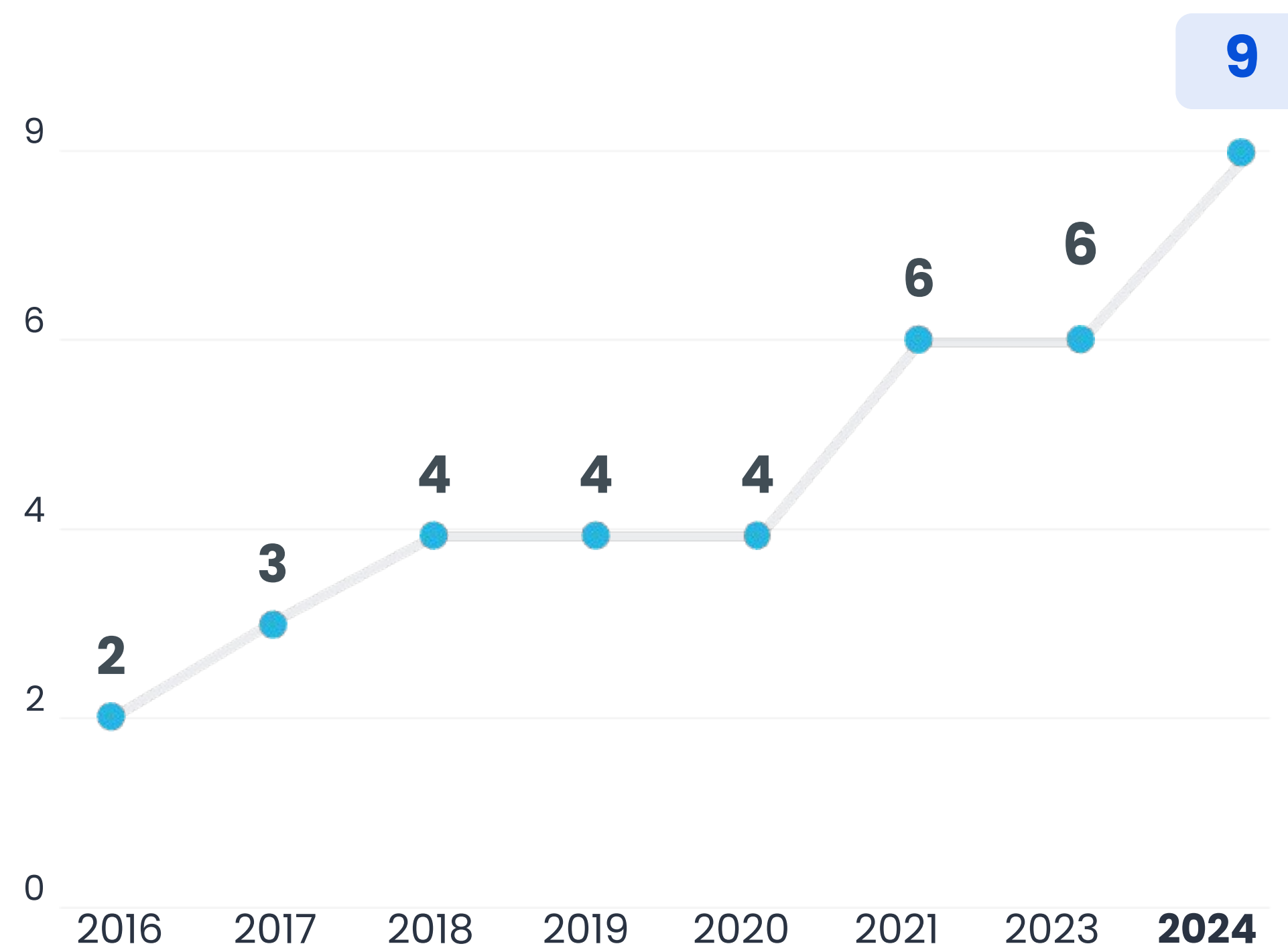
Through Penbrothers' services, Rock Solid saved an impressive 79% on costs per role. This substantial savings enabled them to reinvest in business growth and continue expanding their offerings.



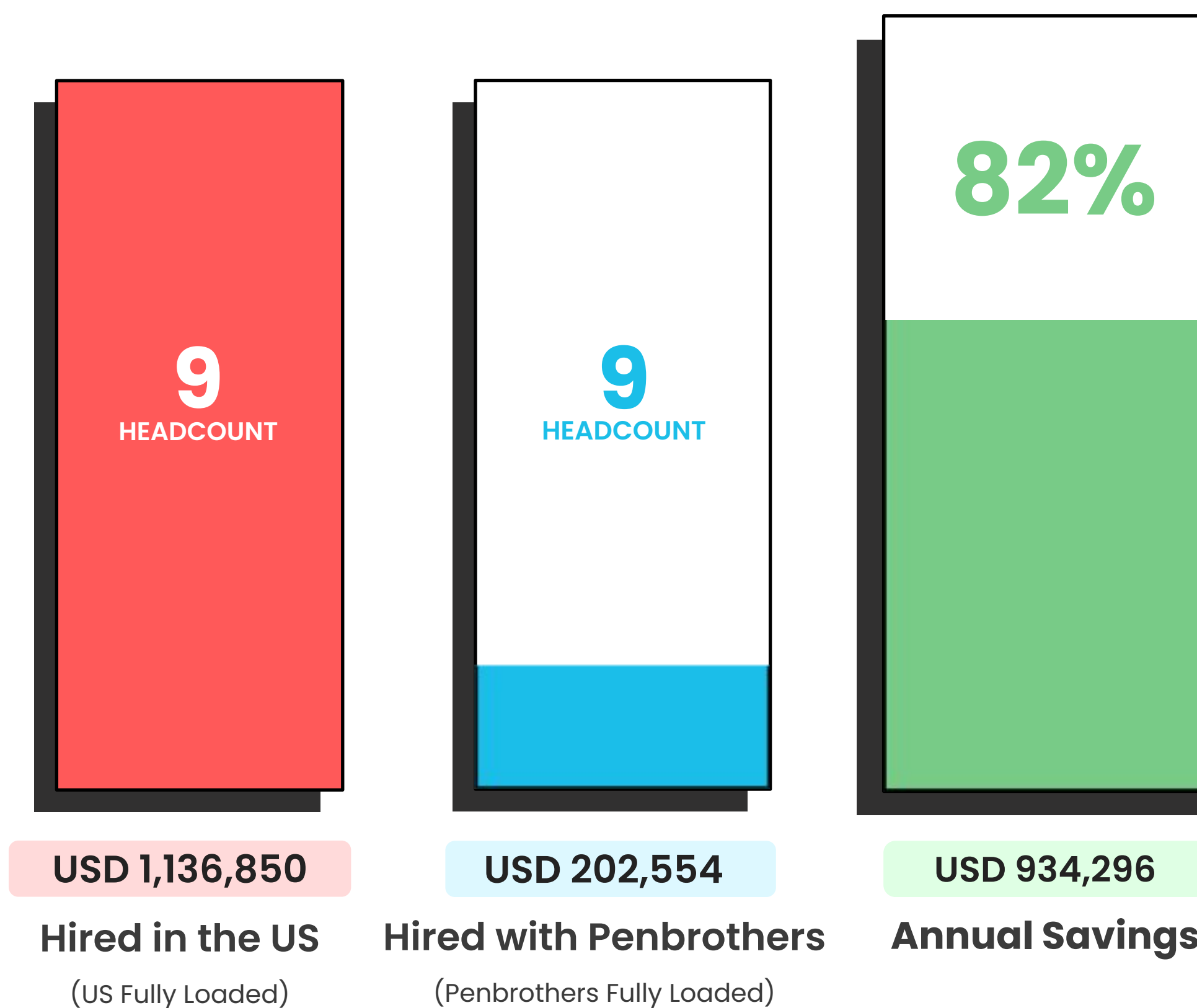


The Analytics

Headcount Growth



2025 Salary Cost Savings





Testimonials

“If there’s one word I can use to describe our partnership with Penbrothers, it is efficiency. Recruiting talent and managing payroll are done really well, which allows me to focus more time on my business.”



Michiel Waaijer

Founder, Rock Solid Digital

Grow Faster and Smarter.

Boost growth and efficiency with reliable, full-time support

Talk to Us

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