

Nailing SOC 2 with a Manual Approach: A Creative Automation Platform's Journey

A Singapore-based creative automation platform founded in 2011 helps global marketers, publishers, and designers build personalized creatives across channels, formats, and screens at scale through a unified, data-driven platform. Trusted by Fortune 500 brands and integrated with major publishers across APAC, the platform delivers sophisticated creative management with enterprise-grade reliability.

Challenges

The company opted for a fully manual path toward SOC 2 Type I and Type II compliance. While this kept them independent from automated tools, it raised the risk of gaps, inefficiencies, and procedural uncertainty, especially for a growing SaaS product without a dedicated compliance team.

Solutions Offered

Invimatic provided a structured, end-to-end compliance partnership:



Guided their team step-by-step through manual SOC 2 Type I and Type II audits



Supplied custom documentation templates and best practices to standardize output



Defined audit-ready evidence workflows and policies tailored to their environment



Conducted regular strategy sessions to maintain clarity, focus, and timeline

Our approach ensured compliance stayed on track without overwhelming the internal team.

Results

Successfully completed both **SOC 2 Type I and Type II audits manually**, without reliance on automated platforms



Maintained audit-readiness at every stage with **clear visibility and control**

Delivered a seamless compliance experience that felt **integrated**, not burdensome

Key Takeaways

- Manual audit paths are effective when paired with expert guidance and a clear structure
- Strategic templates and workflows boost clarity and reduce operational friction
- Expert partnership turns compliance from a risk into a confidence-building exercise
- Even in manual processes, structured frameworks enable fast-growing teams to stay audit-ready