



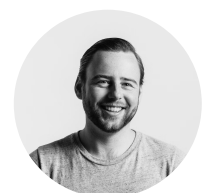
COMPANY [Instrument](#)

INDUSTRY [Marketing & advertising](#)

SIZE [400+](#)

The problem: producers managed allocations in spreadsheets, manually adjusting weekly assignments to ensure no team member was over or underallocated. As the agency grew, it was hard to tell who was underutilized or overloaded, leading to inefficient staffing decisions. The resourcing system was not scalable or visible to the agency at large.

Float is essential for understanding availability across the studio holistically and in a scalable way.



Andrew Barden

Senior Director of Delivery Operations

How Instrument manages **400+** people across **200** projects with Float



[Full case study →](#)

