

Case Study

Automation Enables Scalable Service Delivery and Business Growth at **Microtime**

Overview

Founded over 20 years ago, Microtime has become a leading MSP serving businesses across Northern Massachusetts and New Hampshire. The company has achieved impressive growth, reaching revenue exceeding \$5 million in 2023 and employing a dedicated team of nearly 30 professionals. However, operational inefficiencies threatened their growth and service quality, prompting Microtime to seek automation to sustain their momentum without increasing headcount or costs.

In late 2023, Microtime embarked on a transformative journey with Rewst to automate their processes and enhance service delivery. CEO Douglas Smith took a hands-on approach to the automation initiative, quickly recognizing Rewst's significant potential. Using the platform, Microtime streamlined their accounts receivable processes and implemented late fee workflows, eliminating the need for additional administrative hires. These improvements led to substantial savings, enabling Microtime to maintain its upward trajectory while upholding the high service standards clients expect.

This case study highlights the challenges Microtime faced, the transformative impact of automation, and the crucial role Rewst played in reshaping its operational strategy.



Navigating Growth Pains: Microtime's Struggle with Inefficiencies and Scaling Challenges

As Microtime expanded, they encountered significant inefficiencies in their manual processes, particularly financial management. Despite impressive growth, outdated methods increasingly burdened their resources. Their accountant faced an overwhelming workload, prompting discussions about hiring additional administrative staff to manage daily tasks.

Operating across multiple platforms like Kaseya VSA and ConnectWise PSA complicated Microtime's service delivery. The lack of a unified system led to fragmented automation attempts, resulting in productivity gaps and inefficiencies. Their efforts to streamline operations faltered due to the disjointed nature of their tools, making it challenging to deliver services efficiently across all platforms.

With Microtime's plan calling for revenue to surpass \$6 million by year end, scaling operations without increasing costs became a key priority. The company sought ways to enhance service quality while avoiding headcount increases. Leadership understood that automation was essential to sustain their growth trajectory.

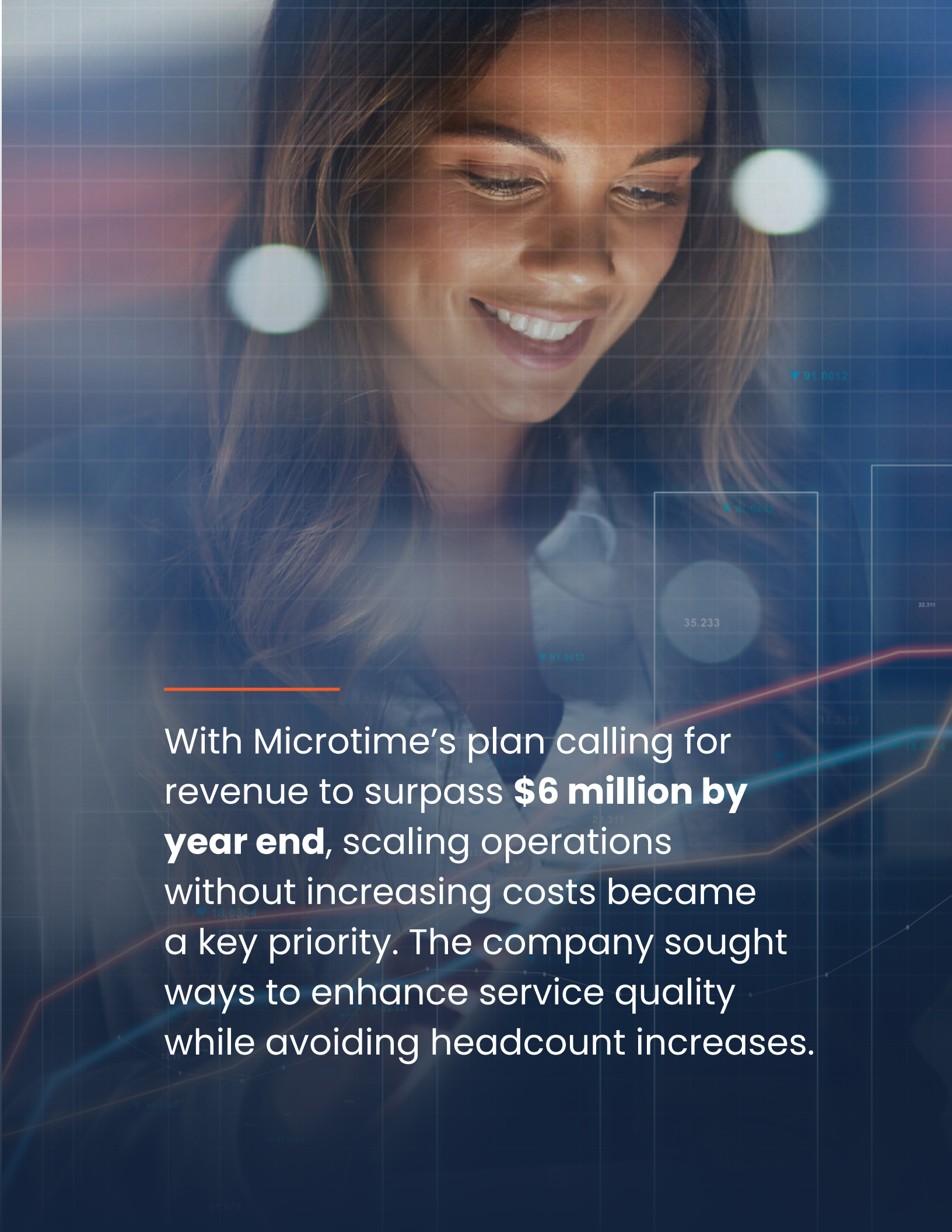
These compounding challenges underscored the need for a comprehensive and integrated solution, prompting Microtime to partner with Rewst.

A Strategic Leap Towards Automation Success

The Microtime team discovered Rewst at industry events and through peer connections. As they explored the platform and engaged with the Rewst team, their confidence in automation's potential to transform Microtime's operations grew.

The decision to adopt Rewst arose from urgent operational needs and strong internal support. Microtime faced challenges requiring a flexible and powerful platform to automate complex workflows across its entire tech stack. The team recognized that automation had to deliver immediate and tangible results.

Rewst emerged as the clear choice due to its ability to provide rapid ROI. Furthermore, Rewst's flexibility would allow Microtime to customize workflows to fit their specific needs, enabling them to justify the investment quickly. "As the CEO, I knew that if we were going to prioritize automation, I needed to be fully on board. If I weren't, my team wouldn't be either," Douglas explained. This commitment to leadership and Rewst's robust capabilities solidified the decision to move forward.

A woman with long brown hair is smiling and looking down at a laptop screen. The background is a dark blue grid with various data visualization elements, including a line graph with red and blue lines, a bar chart, and a pie chart. The text is overlaid on the lower left portion of the image.

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Transforming Service Delivery: A Game-Changer for Scalability and Efficiency

Rewst empowered Microtime to tackle significant operational challenges by transforming labor-intensive, manual workflows into streamlined, automated processes. This evolution greatly enhanced their service delivery and scalability, directly addressing the company's most pressing needs.

One of the first major advancements was automating their accounts receivable (AR) process, which lifted the burden on their transactional accountant. Using Rewst, they built a workflow that automated tasks such as sending notifications about late fees to clients. Douglas recalled, "After we implemented the automation, our accountant told me, 'I've freed up a lot of time and can easily manage my workload now.'" By saving approximately 45 hours each month, this automation eliminated the need for additional staff.

Additionally, Rewst helped Microtime streamline its late fee invoicing process, a vital step in enhancing cash flow. "We started that on February 1st for January invoices, and in the first month, we reduced the burden of late payments by approximately \$12,000," Douglas pointed out, showcasing the immediate impact.

Rewst also revolutionized service delivery for Microtime, particularly in managing

co-managed client accounts. When a new \$13k monthly recurring revenue (MRR) co-managed client required integration with their existing ticketing system, Zoho ManagedEngine ServiceDesk Plus, Rewst allowed Microtime to swiftly develop a custom API integration.

The integration created a seamless, two-way sync between ServiceDesk Plus and ConnectWise, automating real-time ticketing between both systems. Handling these tickets manually in both systems would have been a 6-8 hour daily task for a service coordinator. Instead, the automation ensures that updates made in one system automatically sync to the other, effectively saving the company from needing to bring on another full-time employee.

Moreover, Rewst provided the flexibility to create custom solutions tailored to Microtime's specific requirements, particularly in enhancing security operations. Automating BitLocker key documentation, developed by their lead security engineer, saves five hours per month and ensures accurate, up-to-date documentation with minimal manual effort.

By leveraging pre-built and custom workflows, Microtime has been able to address their most pressing challenges, reduce manual workloads, and scale operations effectively. Rewst's adaptability and power quickly became a vital component of Microtime's business strategy.

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Douglas Smith, Chief Executive Office
Microtime Computers, Inc.

Results

Rewst has transformed Microtime, delivering significant, metric-driven improvements across their operations:

1. Revenue Generation

The Client Late Fee Workflow helped Microtime recoup **\$12,000 in its first month** and \$22,147 over six months.

2. Increased Efficiency

Microtime saves nearly **250 hours a month** through various workflows, allowing the team to focus on strategic growth rather than manual tasks.

3. Cost Reduction

The Co-Managed **Client Workflow saves Microtime six to eight hours daily**, which has enabled the MSP to avoid hiring a new employee.

4. Increased Service Quality

Automated processes have enabled Microtime to grow its business while maintaining high service standards.

Client Late Fee Workflow:

Development: **48 hours**
Recouped: **\$22k in 6 mo.**
Headcount avoided: **1**
Breakeven: **< 2 months**

AR Automation Process Workflow:

Development: **55 hours**
Time savings: **45 hours/mo**
Late clients touched: **100%**
Breakeven: **1.3 months**

Co-Managed Client Workflow:

Development: **66 hours**
Time savings: **168 hours/mo**
Headcount avoided: **1**
Breakeven: **9 days**

Bitlocker Key Documentation Workflow:

Development: **10 hours**
Time savings: **5 hours/mo**
Accurate documentation: **priceless**
Breakeven: **< 2 months**

How Rewst is Fast-Tracking Microtime's Automation Journey

Rewst has transformed Microtime's operations by streamlining complex processes and automating manual tasks. With seamless integration across various tools and tailored workflows, Rewst has empowered Microtime to enhance efficiency and scale services without increasing overhead costs. Critical processes like ticket synchronization and AR management have automated immediate operational challenges and set the stage for scalable growth.

Microtime plans to use Rewst further to unlock additional efficiencies and revenue opportunities. The team envisions expanding automation across more business areas, especially within security services and aims to use Rewst to provide automation-as-a-service to clients, creating new revenue streams.

As Microtime continues to grow, it is dedicated to embedding automation deeper into its operations, with a specialized team focused on developing new workflows. This proactive strategy aligns perfectly with Microtime's commitment to efficiency, scalability, and continuous improvement, ensuring it stays competitive and client-centric in the years to come.

Are you ready to connect your tools and unlock greater efficiency, consistency, and client satisfaction?

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