



Case Study

No developer? No problem: Tech Rage IT's playbook for automation

How one MSP started small, saved \$60K, and built a full automation team — without hiring a dev on day one.

Overview

Tech Rage IT, founded in 2015, is a woman-owned MSP based in Winter Springs, Florida. As an 11-person team, they provide managed IT, VoIP, and consulting services to local businesses — and like many lean MSPs, they've grown accustomed to doing more with less.



When repetitive tasks like user onboarding started eating into their techs' time, they didn't hire more staff or immediately bring on a developer. Instead, they tried something many assume is out of reach for smaller MSPs: automation.

What started as a quick fix turned into a long-term strategy. Within months, they were saving serious time and money — and by 2024, they had a full-blown automation engine with a growing Center of Excellence powering how they deliver service and setting them apart.

The solve:

Prebuilt automations with Rewst

For **Tech Rage IT**, they knew how to handle the everyday MSP work, but automation was a different kind of beast. With a lean team and growing client demands, repetitive tasks like onboarding and offboarding users started stacking up. They needed a smarter way to manage the load without adding pressure or headcount.

That's when they turned to Rewst — an automation platform built specifically for MSPs. With a visual workflow builder and a deep collection of prebuilt automations, Rewst made it easy for Tech Rage IT to get started. Tech Rage IT would be able to start small, solve meaningful problems fast, and scale automation efforts over time.

The first domino: Onboarding that runs itself

The first target for Tech Rage IT was user onboarding — the repetitive, click-heavy time drain just about every MSPs know all too well.

Before Rewst, onboarding soaked up about 20% of technician time

With a few days of setup, Tech Rage IT deployed a prebuilt automation that handled account creation, software installs, ticket assignment, and more.

"Rewst's user onboarding automation allows us to get through tickets faster, with very little opportunity for user error," said Matt Rose, CXO at Tech Rage IT. "Best of all, the client thinks we're working faster."

The results:

- **85%** reduction in time spent on new hire setups.
- **\$60,000** in annual labor savings.
- Techs freed up to focus on higher-value work.

Beyond onboarding: Scaling with prebuilt automations

From 2022 through 2024, Tech Rage IT went far beyond onboarding. They leaned heavily on Rewst's prebuilt automations to tackle Microsoft 365 cleanup, ticket categorization and sentiment analysis using OpenAI, just-in-time admin access, documentation updates, and more.

A few highlights, from just the month of March 2025 alone:



Reclaimed for technicians



Tasks automatically executed

Tech Rage IT was at an inflection point. It wasn't just about saving time anymore. Things ran smoother, tickets got handled faster, and it helped prevent issues from slipping through the cracks.

"There was a point where we were managing 750+ endpoints with just one or two people. Automating with Rewst helped us bridge the gap until we were ready to grow the team."

Matt Rose, CXO, Tech Rage IT

From workflow to strategy: Building an Automation Center of Excellence

As Tech Rage IT's automation journey evolved, so did their vision for what was possible. What began as a series of efficiency wins quickly became a way to differentiate.

A bigger shift came when automation moved from being a helpful tool to a core business strategy. By early 2024, they formalized an **Automation Center of Excellence (CoE)** to support long-term growth and consistency. This included bringing on a **full-time automation engineer** to bring ideas to life.

Expanding beyond prebuilt automations, they built a growing library of custom automations that now reaches beyond the service desk and into every corner of the business:

For HR: An automation that detects duplicate job applicants in Autotask, merges them, and summarizes prior application history using AI — **saving 2-3 hours of review time per week.**

FOR FINANCE: A daily Microsoft Teams message that pulls from QuickBooks Online to show which bills are due — **so nothing slips through the cracks.**

FOR MANAGERS: A live sync with their timekeeping system that shows who's actively working and who's not — **improving visibility and alignment across teams.**

FOR TICKET ASSIGNMENT: AI analysis of tickets, suggesting issue type and priority, and adding a live update link — **saving 5-10 minutes per ticket and letting the coordinator assign with one click.**

Now, automation isn't siloed to the tech team. It's helping HR hire faster, finance stay ahead of bills, managers stay in sync, and users get support without the usual back-and-forth. On top of that, automation has also become something Tech Rage IT talks about with prospects — not as a gimmick, but as a real part of how they work.

Matt takes a simple approach: ***"I ask them, 'What's a new user onboarding like?' and let them explain their experience. Then I tell them how we do it — and the difference is obvious."*** When prospects hear that new user setups happen in minutes, or that the team

doesn't waste time on repetitive tasks, it makes an impression that helps land new clients and differentiates them from the rest.

Start small, scale smart: Build at your own pace

Tech Rage IT's story proves that you don't need to be a big MSP with a deep bench to make automation work. They started small, both in size and scope, and still saw quick ROI.

It can start with one workflow. One problem. One technician working on it for a few hours a week.

With Rewst, they turned that first win into a sustainable, repeatable system without needing to hire a developer on day one. And when they were ready to go further, the Rewst platform was there to support a team focused on automation and making sure it stays on track.

The point is: you don't need to be ready for an Automation Center of Excellence on day one, but it helps to choose a platform that grows with you. Whether you're looking to save time or stand out among the sea of MSPs still handling processes manually, automation can help you do both — even if you don't have a full-time developer.

Start small. Scale smart.
Automate the service desk
and beyond.

[See what Rewst can do for your MSP](#)

