



Case Study

Beyond the Service Desk: How Automation Fuels Scalable Growth at Matson & Isom

Matson & Isom Technology Consulting (M&I), based in Chico, CA, is a 37-person company offering managed IT and custom app development services under one roof. On the MSP side, a team of 20 manages about 2,500 endpoints. They have built a reputation for being client-first and forward-thinking, with a sharp focus on operational maturity and measurable business impact.



A 24% growth spike in 2023 pushed manual processes to their limit and tested their operations. That moment marked the true start of their automation journey. As active members of IT Nation Evolve, they embraced peer learning and the value of building repeatable systems. Growth sharpened their need to raise the bar for clients while tightening internal operations.

When Rewst entered the picture, automation shifted from a simple time-saver to a broader catalyst for change. The company discovered new ways to improve how the business operated and how clients experienced their services. This case study explores that journey, from the first experiments with automation to the strategic role it plays in their growth today.

Cracks in scaling: Where growth strained accuracy and consistency

The challenge was structure, not ambition. Rapid growth exposed cracks: billing accuracy slipped, user onboarding lost consistency, and consultants carried the weight of repetitive work that drained energy without adding strategic value.

Chief Operating Officer Chris Harp recognized that the next stage of operational maturity required automation that could scale with the business.

They had tried before. Alex Williams, their in-house automation lead, wrote custom scripts. Without a central platform, those scripts stayed siloed and proved difficult to maintain. Moreover, writing custom API calls for each tool took a lot of time and only added to the maintenance burden.

M&I needed a flexible, integrated platform to support internal processes and client-facing initiatives. Just as important, they wanted a culture of reuse and experimentation to move faster without reinventing every workflow.

Rewst delivered exactly that. It provided a framework for rapid adaptation, a community to share ideas, and the reach to improve every corner of the business.

Why peer-driven flexibility made Rewst the right fit

M&I first encountered Rewst at IT Nation Evolve, where conversations often focused on peer operational maturity. Chris noted that being in that peer-driven environment mattered: *“Those groups constantly push us to think about operational maturity. Seeing Rewst in that context made it clear this was the right path.”*

The challenges they discussed in that peer group mirrored their vision for scaling automation with purpose. They were ready to move from scattered scripting to a unified strategy, and Rewst was the only platform that fit their immediate needs and long-term goals.

The difference showed immediately. Rewst encouraged community-powered development, allowing them to start quickly, learn from others, and build automations they fully owned. They no longer worked within rigid templates or clunky processes. They gained the freedom to start small, grow quickly, and stay in control.

The community piece sealed the deal. Pulling ideas from Rewst’s library of prebuilt automations, they adapted and refined without starting from scratch, gaining impact faster and more confidently.

“Automation was never about reducing headcount. It’s about augmenting our team members and empowering them to redirect their time and energy to higher value work our clients notice.”



Chris Harp, Chief Operating Officer
Matson & Isom Technology Consulting

They also found a cultural match. Everyone they met at Rewst acted more like a partner than a vendor. People cared about their long-term success as much as the software itself. That alignment made commitment easy.

For a team eager to move quickly, think strategically, and grow with intention, Rewst became the foundation for their automation strategy. As Chris explained, *"Rewst stood out immediately. The flexibility and the community support gave us the confidence that we could start small and scale fast without losing control."*

From user onboarding fixes to revenue-driving automation with Rewst

The first step was automating user onboarding, a common MSP challenge, where they tested the waters with a prebuilt automation. That quick win proved the concept and showed how automation could deliver immediate impact. Using Rewst, the user onboarding process dropped from four hours to under one, with that time spent on white glove service instead of repetitive copying and pasting. In the process, accuracy improved, and follow-up tickets disappeared. Staff moved away from repetitive setup work and now focus on building stronger client relationships from day one.

With that foundation in place, billing reconciliation became the next priority. A workflow that pulls from agreement data, Microsoft 365 licensing, and Active Directory exposed missed

billables and security gaps, uncovering thousands of dollars per quarter that manual reviews had missed.

Success in billing opened the door to revenue-generating opportunities. A Windows 11 compatibility workflow highlighted outdated machines and sparked upgrade conversations. A cloud pricing tool transformed quoting by producing faster, standardized, margin-protected proposals, cutting sales cycles from weeks to minutes.

Together, these wins shifted the business from reactive fixes to strategic building. Each workflow is tied directly to business outcomes—time savings, risk reduction, or revenue growth. Senior staff redirected their focus to higher-level improvements like redesigning provisioning processes, strengthening security, and refining documentation.

Throughout this journey, the Rewst community provided inspiration. Examples from the prebuilt library sparked ideas that the team refined with their own logic, leading to a growing portfolio of automations spanning departments and delivering consistent value.

"Rewst now shapes how we evaluate other vendors. If a product doesn't have an API we can integrate with, we think twice, because we want every piece to connect through Rewst."

– **Alex Williams**, Senior Consultant,
Matson & Isom Technology Consulting

Results

Efficiency Gains

- **15–25 new users onboarded each month:** Onboarding that once consumed ~80 hours now takes 16–20, saving more than 60 staff hours monthly.
- **4 hours → <1 hour per user:** The user onboarding process cut more than three hours per user, improving accuracy and reducing follow-up tickets.
- **57 agreement changes surfaced in a single month:** Automated reconciliation flagged missed billables and security gaps that manual audits overlooked.

Financial Outcomes

- **Thousands of dollars recovered each quarter:** Billing workflows uncovered missed revenue opportunities directly impacting the bottom line.
- **Sales cycles reduced from weeks to minutes:** A cloud pricing calculator produced standardized, margin-protected quotes almost instantly.
- **Hardware replacement pipeline created:** Windows 11 compatibility scans highlighted outdated machines, fueling timely upgrade conversations.

Cost Avoidance and Risk Reduction

- **\$75,000–\$100,000 annual savings:** Automation eliminated the need for 1.5–2 additional full-time staff.
- **1–2 days → <30 minutes:** Terminated account removal time dropped sharply, reducing risk of dormant accounts and strengthening compliance.

Cultural and Strategic Impact

- Automation freed senior staff to redesign provisioning, improve security, and strengthen documentation.
- Peer-inspired workflows from the Rewst community accelerated development and gave the team confidence to innovate quickly.



What's next: expanding automation into a long-term growth strategy

Matson & Isom are building on their success. After proving what automation could do for onboarding, billing, and sales, they are embedding it deeper into their services.

Their next big focus is automation-as-a-service. They plan to deliver packaged solutions that combine automation and AI to help clients cut repetitive tasks and improve operations. Priorities include cross-platform data integration, smoother workflows between business apps, AI-assisted reporting, and compliance automation.

A self-service portal powered by Rewst is also in development. The goal is to give clients direct access to forms, updates, and simple automations without tying up the service desk. Over the next 12–18 months, pilots are expected to move into full rollout.

Matson & Isom view these plans as a way to generate new revenue streams, strengthen client relationships, and make automation a core differentiator. Rewst provides the platform to achieve those goals. These plans show how far the company has advanced since its first onboarding workflow. They highlight the path ahead: building an adaptable, resilient, and client-focused business powered by automation, collaboration, and innovation.

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

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

