

THE MSP AUTOMATION LOOKBOOK

*How 8 MSPs unlock business
value with Rewst*



rewst.io

Based on self-reported data, in the first half of 2025, Rewst helped **1,100+ MSPs** automate **6.3 billion tasks** and save **3.75 million hours**. We get it — numbers that high can be hard to believe — but the case studies here show exactly how Rewst users are doing it.

Rewst users cut labor and admin costs, improve accuracy, delight clients, and boost recurring revenue and margins — proof that automation has moved from “nice-to-have” to “must-have” for staying competitive.

Flip through this lookbook to see how 8 MSPs set the standard for automation in the help desk and beyond.

A teal-colored circle with a white border, containing the text '1,100+' and 'MSPS' in white.

1,100+
MSPS

An orange-colored circle with a white border, containing the text '6.3' and 'billion tasks' in white.

6.3
billion
tasks

A red-colored circle with a white border, containing the text '3.75' and 'million hours' in white.

3.75
million
hours

1. **Marcus Networking** saves \$120k+ annually with automated billing reconciliation



MARCUS
NETWORKING

Challenge: : As Marcus Networking's tech stack grew, manually reviewing each vendor bill and cross-referencing it with client contracts drained internal resources, consuming 40 hours monthly.

Solution: The MSP built an automation that uses Rewst's pre-built API integrations to pull data directly from its tools, enabling real-time reporting and reconciliation at the push of a button.

Results: Access to real-time data prevents errors, ensures billing accuracy, and improve productivity, saving Marcus Technologies more than \$120,000 annually.

Tools integrated:

- Autotask
- Datto RMM
- IT Glue
- Microsoft 365
- Pax8
- Proofpoint
- SentinelOne

\$100k/year

captured in missed
license revenue

\$1,500/month

saved in labor costs spent on
manual reconciliation

10-15%

reduction in customer
billing inquiries

“It’s not just about the recovered revenue; it’s about the enhanced trust and transparency with our clients. The billing accuracy achieved with Rewst has strengthened our client relationships and reinforced their trust in our operations.”



Eric Marcus

CEO at Marcus Networking Inc.

[Read more](#)

2. **Karpel Solutions** drives operational excellence by automating its entire stack



Challenge: Karpel initially attempted to automate basic tasks using Power Automate but faced several challenges, including lack of on-premises support and disjointed workflows.

Solution: The MSP adopted Rewst and assigned a dedicated resource to spearhead its transition to end-to-end process automation, leveraging both pre-built and custom workflows.

Results: Integrating its stack unified Karpel's data management and reporting while automation drives operational efficiency and improves service delivery.

Tools integrated:

- ConnectWise PSA
- ConnectWise RMM
- Microsoft
- IT Glue
- Pax8
- ScreenConnect
- SentinelOne
- Sophos

1,748/hours
saved per month
on average

\$60K
saved by avoiding
a PSA migration

1-2 minutes
to process new users vs.
15-20min with Power
Automate

“We initially envisioned Rewst doing a few basic things, but as soon as we hopped in, it became very easy to understand just how powerful the platform is. There is really no competitor that compares to Rewst in terms of being able to do as much as it does.”



Brian Simpson
Integration & Automation Specialist

[Read more](#)

3. **Tech Rage IT** saves \$60k a year automating user onboarding



Challenge: Tech Rage spent approximately 20% of its tactical labor on new hire setups—a series of monotonous tasks that took technician time away from more strategic priorities.

Solution: The MSP used Rewst to implement a workflow for new user onboarding, automating account creation, software installation, and ticket assignment.

Results: The automated onboarding process is fast and consistent, eliminating the risk of human error while enabling technical staff to focus on more valuable tasks.

Tools integrated:

- ConnectWise PSA
- ConnectWise RMM
- Acronis
- Duo
- Microsoft
- Immybot
- IT Glue
- Pax8

\$60K

in labor costs saved by
automating onboarding

< 3%

of tech time spent on user
setups, down from 20%

283 hours

saved per month
on average

“What drew me to Rewst was the fact that they were agnostic to what they needed me to be connected to. You didn’t have to be on a specific platform or RMM.”



– Matt Rose, CXO

[Read more](#)

5. **Microtime** saves \$22k and 200+ hours a month by automating manual inefficiencies



Challenge: Manual accounts receivable (AR) tasks and cross-platform ticketing slowed cash flow and strained staff as customer count and revenue grew.

Solution: The MSP automated late fee invoicing and AR workflows, and built a custom API sync between ConnectWise PSA and Zoho ManagedEngine ServiceDesk Plus.

Results: Automating these manual tasks helped the MSP recoup \$22k in late fees and save ~250 hours monthly without increasing headcount.

Tools integrated:

- Acronis
- Addigy
- ConnectWise PSA
- Duo
- Hubspot
- ImmyBot
- IT Glue
- Kaseya VSA
- QuickBooks Online

200+ hours
saved per month across
new automations

6-8 hours/day
saved by automating
co-managed client workflows

\$22K
recouped in just 6 months

“After we implemented the automation, our accountant told me, ‘I’ve freed up a lot of time and can easily manage my workload now.’”



Douglas Smith, Chief Executive Officer,
Microtime Computers, Inc.

[Read more](#)

6. Matson & Isom recovers thousands in revenue, avoids 2 additional FTE

Challenge: 24% growth strained M&I's ability to keep billing accurate, onboarding consistent, and staff focused on high-value work. Manual processes created cracks in service delivery and tied up consultants.

Solution: Finding Rewst through IT Nation Evolve, M&I automated onboarding, billing, account removals, and revenue-driving workflows like Windows 11 checks and cloud pricing.

Results: Rewst's flexibility and community support transformed operations, delivering measurable efficiency, revenue recovery, and compliance gains while freeing staff to focus on clients



Tools integrated:

- ConnectWise PSA
- DNSFilter
- Huntress
- IT Glue
- Meraki
- Microsoft
- Nerdio
- NinjaOne

60+ hours
saved each month
on user onboarding

Thousands
in revenue recovered
each quarter

\$75-\$100K
annual savings in avoided
staff costs

“Automated billing reconciliation uncovered thousands in missed revenue each quarter—money we simply weren’t capturing before Rewst.”



Chris Harp,
COO, Matson & Isom

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5. The Virtual IT Department saves \$60k/year and 450+ hours by automating onboarding and migrations

Challenge: As an Australia-based MSP committed to sovereign labor, The Virtual IT Department needed to scale without offshoring or eroding margins. Manual onboarding consumed 40+ hours/month, and other repetitive tasks slowed growth despite rising demand.

Solution: Automated client onboarding, provisioning, and device migrations with Rewst, , and built a self-service portal to serve Australia's micro businesses profitably.

Results: Cut onboarding from 40 hours to 2-3, saved 450+ hours/year, eliminated \$50-60k in labor costs, and doubled the client base in one year.



THE VIRTUAL *IT DEPARTMENT

Tools integrated:

- HaloPSA
- IT Glue
- Microsoft
- Nerdio
- NinjaOne
- OpenAI
- Pax8
- Sophos
- ThreatLocker

450+ hours
saved per year with
automated onboarding

100%
sovereign labor compliance
to secure government-funded
contracts

2X client base
growth in just one year

*“We’ve nearly doubled
our client base this year,
and with automation
enabling us to scale
efficiently, we’re set to
double again.”*



Anna Furlong, Executive Director
at The Virtual IT Department

[Read more](#)

7. eTop Technology drives efficiency and consistency with 40 automations



Challenge: Time-consuming manual processes like user onboarding/offboarding resulted in inconsistent service delivery and limited technicians' capacity to focus on higher value initiatives.

Solution: The MSP used Rewst to connect their existing tools and automate 40 workflows, including user onboarding/offboarding, syncing contacts between 365 and CW Manage, automating on-site requests, and more.

Results: Automating repetitive processes has resulted in more efficient and consistent operations, giving eTop technicians bandwidth to focus on proactive initiatives that enhance service offerings and set them apart from competitors.

Tools integrated:

- ConnectWise PSA
- ConnectWise RMM
- Hudu
- Huntress
- ImmyBot
- Microsoft
- OpenAI
- ScreenConnect
- Sophos
- Synnex

1,400 hours
saved monthly, more than
entire staff's working time

83% reduction
in user onboard time to focus
on white-glove service

350 endpoints
supported per technician
vs 200 before automating

“Automating mundane tasks allows us to prioritize the human element of operations where true value lies. Using Rewst, we’ve solved problems we previously never had the bandwidth to address. Next, we’re building front-end interfaces for automations that empower end users to become their own tier-1 techs.”



William Pote
CEO

[Read more](#)

8. Managed Services IT looks to automation to boost efficiency and revenue



Challenge: Managed Services IT grappled with repetitive manual processes, which resulted in inconsistencies and delays, consumed technicians' time, and required after-hours work to get jobs done.

Solution: The MSP is using Rewst to connect Nerdio and other tools and automate processes, such as user onboarding/offboarding, desktop image maintenance, payroll and HR data management, and more.

Results: Automating repetitive tasks is allowing MSIT to generate significant labor cost savings, ensure consistent operations and documentation, and enable more scalable business growth.

Tools integrated:

- Autotask
- Datto RMM
- IT Glue
- Microsoft
- Nerdio
- Pax8
- ProofPoint
- SentinelOne

32 seconds
to onboard a user, down
from 90 minutes manually

86% reduction
in desktop image maintenance,
from 6-7 hours to 1 hour

50-80 hours
est. saved per cloud migration
with planned workflow

“My vision is to use Rewst to extend Nerdio’s Cost Estimator with a fully automated build-out of the cloud environment based on the provided specs. This workflow will not only save massive time—upwards of 50-80 hours per migration—but improve our gross margins and ability to win new clients.”



Jim Brennan
President

[Read more](#)

Ready to see what Rewst can do for you?

Discover how automation can help your MSP improve efficiency, maximize accuracy, and boost your revenue and gross margins.

Request a demo: rewst.io/demo



rewst.io