



WISE

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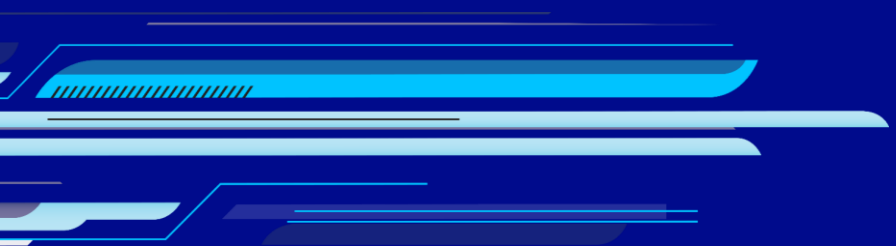
ITNATION[®]

2019

Data Is the New Oil for MSPs

Presented by Ken Davis,

President and Co-Founder,
Cognition360



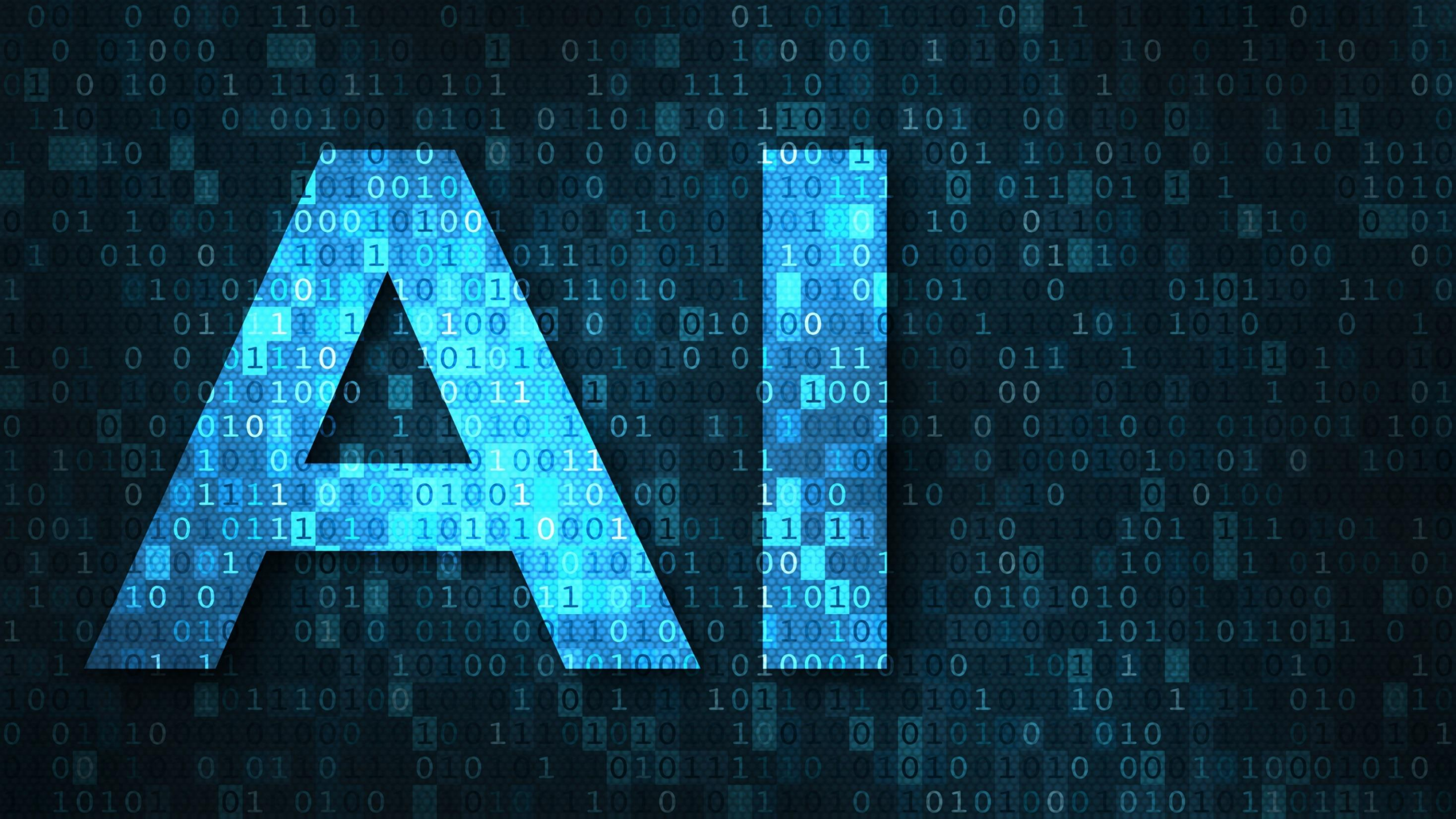
Data is the New Oil for MSP's

Presentation Overview

- » ConnectWise is deeply vested in your business success, which is a key reason I'm here
- » Many of you have in hand, the Service Leadership Index[®] benchmark that ConnectWise has sponsored for you
- » What we're going to show you today is real life examples of **next level data analytics** delivering **Actionable Insights** to transform your performance against benchmarks
- » Please take a look at your FDR or SLI benchmark and keep in mind how you're performing today, as we talk



**Next level data analytics
is the key to unlock the
value in your data**



An hourglass with blue sand is positioned on a beach of dark, smooth pebbles. The background is a soft, out-of-focus sunset or sunrise sky. The text "Time to Actionable Insight" is overlaid in white, bold font across the center of the image.

Time to Actionable Insight

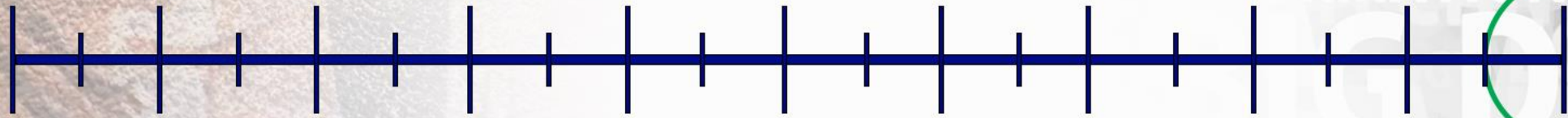
Data has passed Oil as the most valuable resource in the world



Data

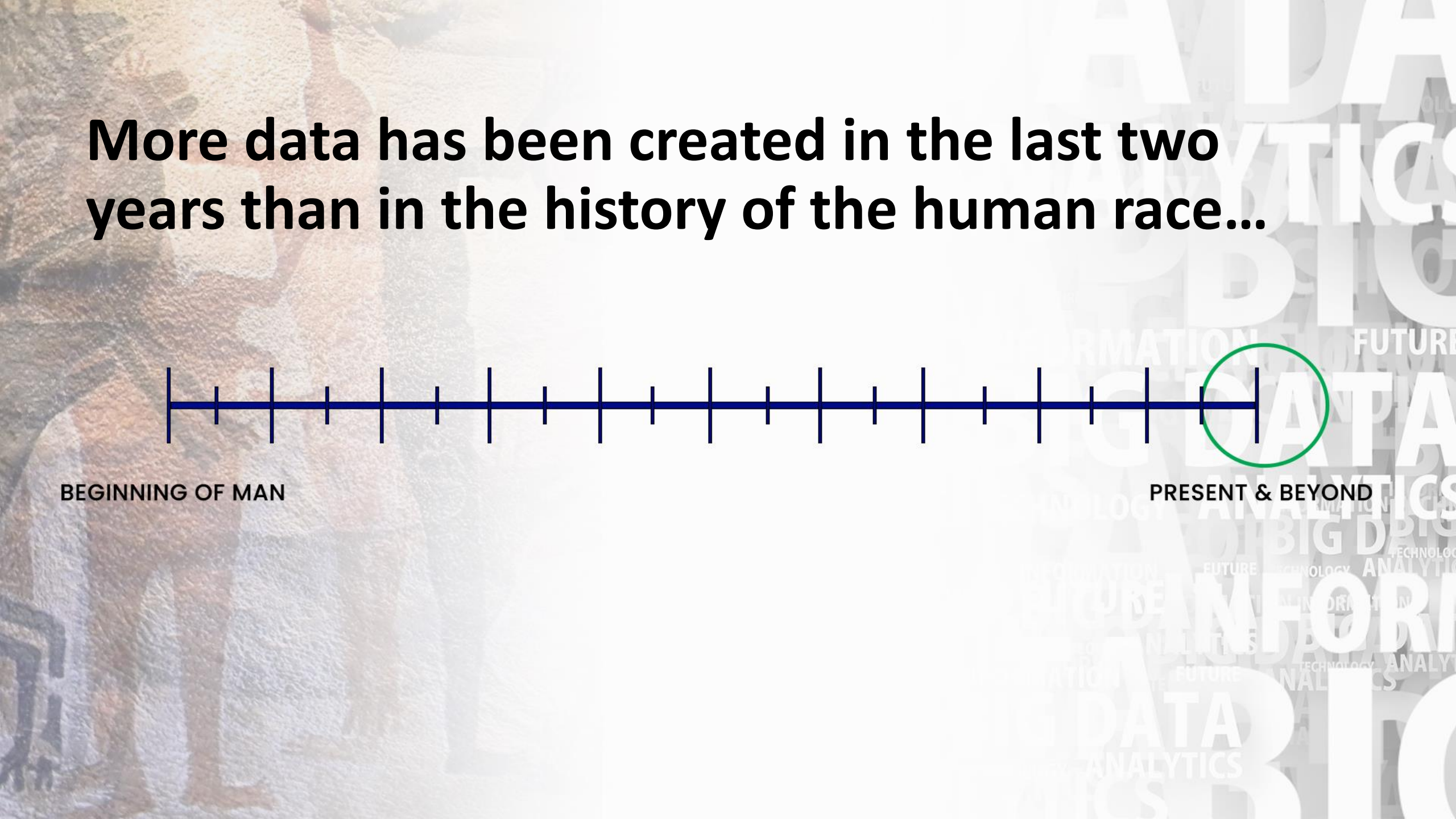
Oil

More data has been created in the last two years than in the history of the human race...



BEGINNING OF MAN

PRESENT & BEYOND





Next level analytics is a potent new weapon...

Better Understand Your Customers

Improve Customer Experience and Satisfaction

Manage and Retain Talent

Improve Efficiencies

Improve Profitability

Faster Quality Growth

The background of the slide is an underwater photograph. Sunlight filters through the clear, turquoise water, creating a shimmering, dappled pattern of light and shadow on the sandy seabed. The water's surface is visible at the top, with gentle ripples and a bright horizon line.

**Vast Sea
of Data**

Where is the oil?

First: Ask the right questions

e.g. using the Service Leadership Metrics

.....
Why is this metric below best practice?



HIGH-LEVEL BEST-PRACTICE METRICS

TOP DOWN

ACTIONABLE INSIGHTS

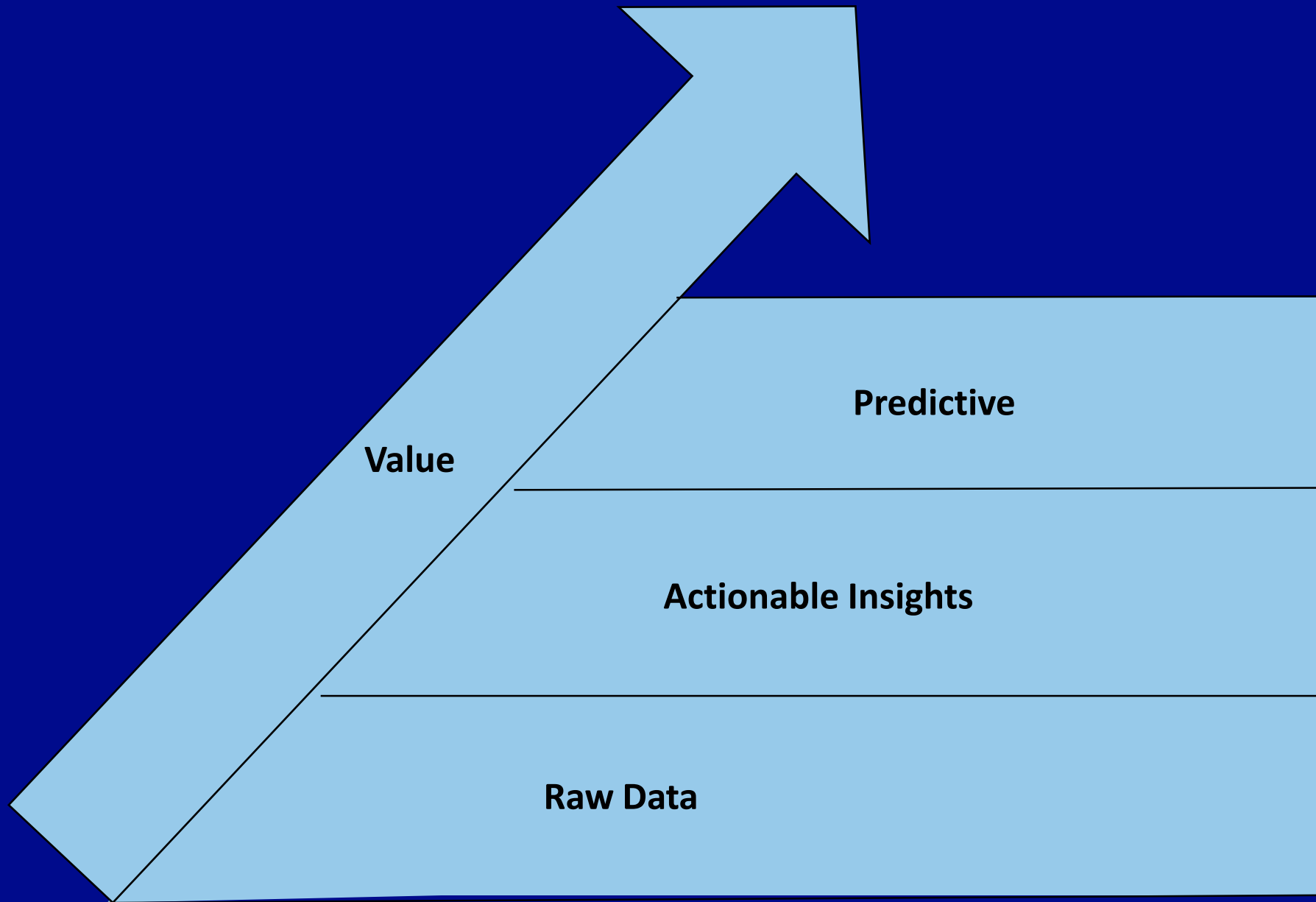
BOTTOM UP

SEA OF DATA

Three Key Principles

- 1) First: ask the right questions
- 2) You can only manage what you can measure
- 3) The search for oil (Actionable Insights) is an ongoing Discovery and Improvement Process
- it's fun





Real World Demo 1 - Next Level Analytics Agreement Profitability



Actionable Insights

Catching labor “spikes” as they occur, and plugging holes



Results

15% increase in Agreement Profitability

➔ 30% increase in Net Profit

Real World Demo 2 - Next Level Analytics Response Time



Actionable Insights

Analyze Ticket Lifecycle - find where some get “stuck”



Results

10% improvement in Av Response Time, led to both:

- ➔ Improved customer experience, and
- ➔ Win of new \$20k MRR customer

Real World Demo 3 - Next Level Analytics Ticket Quality



Actionable Insights

Identify and improve a key ticket quality metric



Results

5% improvement in Billable Time

➔ 15% increase in Net Profit

Real World Demo 4 - Next Level Analytics Project Quality



Actionable Insights

Analyze all completed projects – new learnings



Results

10% improvement in Project Quality going forward

➔ **10% increase in Project Profitability**

➔ **7% increase in Net Profit**

Real World Demo - Next Level Analytics Machine Learning Ticket Analysis



Actionable Insights

Analyze all closed tickets – new “type/sub type” class



Results

10% improvement in incident and service efficiency

- ➔ **3% increase in Billable Time**
- ➔ **12% increase in Net Profit**

.....

**Enjoy the Oil
(black gold)**





Questions?

Contact Information

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Don't Forget to
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SURVEY