COGNITION 360

CUSTOMER STORY

VGM Forbin

"There's a philosophy that if you understand the problem you're halfway to the solution. Well, I understood the problem – and Cognition360 has given us the solution we needed."

Jesse Farris,
Director of Business Technology,
VGM Forbin

Killing the pain at VGM Forbin

From its base in Waterloo Iowa, VGM Forbin is a web services and digital marketing company, now branching out strongly into IT managed services. In managing rapid growth, VGM Forbin's Director of Business Technology, Jesse Farris, had a particular pain point around getting reporting data out of ConnectWise Manage.

"It was just a mess trying to get reporting data out of ConnectWise Manage – what our costs were, the profitability of our agreements. Getting critical information on which to make key management decisions was just too hard," Farris recalls.

"I put out a call on a Facebook MSP group asking whether anyone else out there was having a similar problem. Cognition360 came up. I made contact, booked a demo, and signed up.

"Cognition360 quickly customized their Agreement Profitability report to give me exactly what I wanted. Now I can pull up a report anytime and find out precisely where I am with both projects and managed services. I can see the profitability of each customer, right now, and drill down further to see profitability over time. I can immediately spot anomalies by looking at the trending data. This is valuable in two ways, first it reveals where and why cost spikes are occurring and gives us the ability to fix issues that could be ongoing. It also enables us to make sensible decisions about tech staffing levels, based on accurate forecasting of demand and capacity.

"Every time I've asked for something, Cognition360 has over delivered. It just works. I had a major problem getting meaningful reporting data out of ConnectWise Manage. Cognition360 has solved that problem and I'm very happy with the outcome," Jesse Farris said.