

ConnectWise insights that are consistently delivering a 10-15% increase in profitability for our customers.

Cognition360 is a next generation business analytics solution available exclusively to ConnectWise customers. In sharp differentiation from competitors, this architecture supports machine learning and predictive AI analytics with the ability to drill down into interactive reports using live data to reveal why KPIs are off track, or uncover new ways to increase profitability and productivity.

Although there are other reporting products on the market – this is the first data warehouse, star schema and ‘transformation engine’ optimized for ConnectWise.

Cognition360 includes the ability to quickly create your own customizable reports and analytics, without writing SQL queries, and all are automatically updated for ConnectWise versions and updates.

Cognition360 is a unique business analytics solution which goes beyond existing dashboard and reporting products, and can be implemented as a complementary rather than a competing solution.

Highlights.

- Machine learning and predictive AI analytics enabled by the only productized data warehouse with star schema (Kimble-style Fact and Dimension model) optimized for ConnectWise available on the market today.
- Over 130 standard interactive self-service customizable views and analytics.
- High-level customer support as needed.

CUSTOMER STORY

BLACKTIP IT SERVICES

Matthew Bookspan, CEO and Founder of Florida MSP Blacktip IT Services, is one of a new breed of MSP owners tuned in to the critical importance of data analytics in delivering outstanding value to their customers.

“Cognition360 allows me to forecast what is going to happen – to skate to where the puck is going. I can drill down into the data, see where the opportunities are and make the changes required to keep the business moving towards the puck.

“We live on data as the driver for constant optimization and automation. And one measure of our progress is that our revenue and profitability are better than double the MSP industry benchmark. Just as important is our high customer retention rate.”



Matthew Bookspan,
CEO & Founder,
Blacktip IT Services

- Can handle multiple instances of ConnectWise.
- Integrates Power BI with a ConnectWise-optimized data warehouse, providing a whole new order of speed, ease and depth of analysis.
- Highly affordable and easy and fast to implement.
- Virtually no load on the ConnectWise production system.
- Data you can trust. Consistency and accuracy of all data.
- Entry level customers quickly achieve at least a 10-15% increase in profitability. Mature customers are achieving as much as a 30% increase.

Best fit.

Medium to large MSPs (typically 10+ people) using ConnectWise.

More information.

For more information, or to book a demo, please contact Cognition360's Director of Sales and Marketing, Sue Caley.

Email: sue.caley@cognition360.com

CUSTOMER STORY

NEXUSTEK

Cognition360 is helping high-growth MSP NexusTek achieve more with less.

"Our business objective is simply to do more with less," says NexusTek Director of Operations, Garrett Stephenson. "That means more and better quality service for our customers at less cost, making NexusTek more efficient and profitable."

Requiring accurate and consistent data, NexusTek sought out Cognition360 to learn more about its data warehouse and reporting platform.

"Cognition's multi-tenanted data warehouse makes it possible for us to access and aggregate data from multiple instances of ConnectWise, which is critical to operations.

"After deploying Cognition360, we can now get timely insights across the whole business in near real time, without complexity.

"This solution allows us to accomplish more in less time, while utilizing fewer resources. That all flows from improved visibility.

"The ability to handle multiple instances of ConnectWise has also proved its worth in speeding the integration of new acquisitions."



Garrett Stephenson,

Director of Operations,
NexusTek