

From 80 Clicks to One: Addigy Provides Cranston IT with Efficiency — and Revenue — Gains

- **After nearly two decades in the business**, Patrick Cranston, the founder and president of Pennsylvania-based Cranston IT, knew sustainable growth for an MSP couldn't be achieved by just piling more hours onto his team's plates.
- **As a former Apple Genius, Patrick knew that Macs were the future.** And he knew that building a company to serve Mac users could lead to big success. But in his journey to scale, he found his team was being held back by tedious, manual tasks.
- **Addigy automated many of the repetitive workflows** and labor-intensive chores that limited Cranston IT's ability to scale. With Addigy, fixes that used to take hours each week now take mere seconds.
- **Bundling Addigy into their Security package** add-on also helped them increase their contract revenue by 15%.



THE PROBLEM

Too Much Precious Time Spent on Low-level Work

Patrick had tried several MDM tools in the past to improve operational efficiency. But none brought his business the time savings and bottom-line benefits he wanted.

Wasted time: Manual patch deployments to each individual client took the team hours each week — and hundreds of clicks each month. Their fingers were tired. Their brains were bored with the tedium. And Patrick knew his top techs were wasting their valuable time.

Difficulty scaling: Sure, Patrick could grow his business by taking on more clients and hiring more people. But that wouldn't allow him to scale effectively. Unless he could make his team's workflows more efficient, there was a ceiling to his potential growth.

Too much tedious work: In addition to manual patching, techs spent hours each month helping customers install software. The business needed a solution that would help speed up all those manual tasks.



THE SOLUTION

A Streamlined Tool to Eliminate Busywork and Optimize Workflows

Patrick enlisted the help of Marshall Lewis, Cranston IT's Remote Management Specialist. Together they were excited to find Addigy, the only solution built for live, real-time, and continuously connected Apple device management.

Addigy was designed for the exact needs of growing MSPs. By prioritizing speed and automation in all of its features, Addigy makes providing continuous protection to customers fast — and easy.

Here are some of the top time-saving benefits Addigy helped the Cranston IT team achieve:

Assign a device to multiple policies at once: Addigy's Flex Policies were designed to save MSPs like Cranston IT time by eliminating the tedious task of manually assigning Apple device policies to individual endpoints. Flex Policies empowers Cranston IT to solve problems for multiple customers at once — without causing any disruptions to the end user.

From patching software to managing macOS installs, Addigy allows Cranston IT to automatically deploy updates to everyone, or just specific customers, based on defined rules for filtering devices. Devices can also be enrolled in multiple policies.

This multi-tenancy support means all the team has to do is click a button to save hours of work and protect customers and their Apple devices.

"Flex Policies are really where Addigy shines. Doing things like managing software updates, even just for Chrome, used to take me hours each week. Now it takes me literally 10 seconds to deploy an update."

— Marshall Lewis, Remote Management Specialist at Cranston IT

Get ahead of issues before they become problems: Addigy's powerful automated monitoring infrastructure gives MSPs advanced warning when problems may occur, along with remediation tools to solve them. It allows Cranston IT to get ahead of potential problems, resulting in a better end-user experience.

Techs can create policies that check for potential issues — and automatically deploy the necessary fixes. This results in less downtime for users and less time spent internally on simple IT tasks.

Thanks to this proactive approach, issues are resolved swiftly, often before clients even realize there is a problem, leading to a smoother, uninterrupted workflow.

Make life easier for clients: With Addigy's Self Service app, the Cranston IT team enables their clients to quickly resolve their most pressing problems. No service ticket required.

Take for example the typically time-consuming process of installing software on remote devices. With Addigy, the team simply loads approved apps, profiles, and scripts into the Self Service app. From there, end users can easily install the items they need, streamlining the support process, reducing the need for direct IT intervention, and enhancing their overall experience and productivity. Simple.



THE RESULTS

Quicker Workflows, More Revenue

Cranston IT uses Addigy to automate and streamline workflows — which sets the stage for more time savings, more revenue, and more scaling potential.

Here's what they gain.



15% increase in contract revenue: Not only do Marshall and other techs save time (and boredom!) on manual tasks. They also increased their revenue by bundling Addigy Compliance and Identity capabilities into their Security package add-on. About a quarter of the company's clients have signed on, leading to a 15% bump in managed services contract revenue.



One click — instead of 80: "Two birds, one stone" sounds great. But what about "one patch, dozens of customers"? For growing MSPs, that has a better ring.

With Addigy, the same patch can be deployed to all his customers with one click — instead of the 80 that it took before Addigy. Deploying fixes used to take hours each week. Now it takes mere seconds. Or no time at all.

For example, before Addigy, Marshall received two or three requests per month to fix a Spotlight corruption issue. After implementing Addigy's automated monitoring, the whole fix is now automatic.

As an added bonus, Addigy does the work of multiple tools, resulting in a more streamlined and responsive tech stack. Now, the Cranston IT team saves even more time by no longer switching between multiple tools. And Addigy's persistent connection ensures continuous productivity, compliance, and security for Cranston's team and clients — empowering everyone to work at the speed of now.

"Addigy offers the ability to do one task that solves problems for multiple customers at once, whether that's patching software or managing macOS updates. It's a single click to deploy changes to all customers instead of 80 clicks when I had to go into each policy for each customer."

— Marshall Lewis, Remote Management Specialist at Cranston IT



About Cranston IT

Cranston IT is an Apple® centric professional IT services company and a member of the Apple Consultants NetworkSM since 2005. Cranston IT offers management, support and security services for Mac®, iOS and Windows platforms. Check out their [YouTube channel](#) for Addigy tutorials.

About Addigy

Businesses rely on Addigy to manage and secure their growing fleets of Apple macOS, iOS and iPadOS devices at the speed of now. It is the only solution that delivers real-time and continuously connected Apple device management with support for both Apple MDM and DDM. Addigy's robust compliance, non-invasive management, and simple user interface empowers MSPs to grow their business and enterprises to manage distributed IT at scale. Through continuous innovation, unparalleled customer service, and deep expertise, Addigy is driving the future of Apple device management.



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