MSPCFO
Business Intelligence for MSPs. Delivered.



CASE STUDY

HOW TEAL USES MSPCFO FOR RENEWALS & PRICE INCREASES

The Problem: Renewals Without Real Data

Agreement renewals and price increases are two of the most financially consequential decisions an MSP makes — and too often they're made without reliable data. Cost information, covered time, client billing, and overall profitability lives in different systems. The result is pricing that's based on gut instinct rather than actual profitability.

HQ: Alexandria, VA
Founded in 2000
Rebranded in 2023
MSPCFO User for 10+ Years

> *We didn't have any methodical way of tracking how costs affected profitability when a client calls in 13 times this month. We didn't know what we were doing right.*



Jill Williams
Director of Finance Operations

The Cost of Gut Feel vs Data

Manually calculating profitability for even one client can take three to four hours. Across 100–150 clients, that's not a process — it's a full-time job. Beyond time, the deeper risk is strategic: without per-client visibility, MSPs can't identify which agreements are underwater, which clients over-consume hours, or where a price increase is genuinely necessary.

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CASE STUDY

HOW TEAL USES MSPCFO FOR RENEWALS & PRICE INCREASES (CONTINUED)

How MSPCFO Changes the Process

MSPCFO consolidates agreement costs, labor hours, and revenue into a single view. For renewals and price increases, the Agreement Profitability and P&L reports give Jill a defensible, data-backed starting point for every client conversation. She reviews trailing 12-month and last-quarter data before touching any renewal — and uses it to build the case when rates need to go up.

> *I won't even start looking at what pricing should be until I've looked at the last 12 months on agreement profitability. We've had clients where I said we can't afford to price them at their current rate — and here's the data to prove it.*
>
> **~ Jill Williams**

The Outcome

Teal signed 10 agreement renewals in a single month — every one informed by MSPCFO data. Several included rate increases that would have been difficult to justify without it. The team has also identified which agreement types are consistently profitable and stopped selling the ones that aren't.

> *All 10 renewals this month were informed by MSPCFO. We wouldn't be able to do any of that without having that data background. I've been using it for 15 years. I've never not gotten value out of it.*
>
> **~ Jill Williams**

Ready to make renewals a data-driven process? Visit mspcfo.com to learn more.