



CASE STUDY

How CIO Landing went from bottleneck to business growth — and reduced their month-end billing time by 75%

Client

CIO Landing was founded in 2012 with the goal of helping small to mid-size companies grow by leveraging IT capabilities previously only available to large Fortune 500 companies. CIO Landing gives peace of mind to their clients so they can focus their time, energy and resources on the unique demands of their business.

Mauro Cretari is the Regional Partner for CIO Landing in the Miami area, where he uses his passion for automation to improve operational efficiency. He has been in the IT industry for more than 16 years.



Mauro Cretari
Regional Partner



Challenges

Before Synthesize, CIO Landing's finance department did their monthly billing reconciliation manually. Mauro had to develop custom scripts that worked with his existing integrations and run them every month-end to enable reconciliation process.

Not only are custom scripts a pain to maintain, some tools are more difficult to track than others, Mauro noted, because some are per workstation and others are per user.

This manual process provided little visibility and no means to audit the billing process, and diverted attention from growth-focused tasks.

“

Automation is the only way to scale up and our custom scripts weren't scalable. They required upgrading and rewriting for new requirements, new integrations, and new tools. And if it stopped working, I had to fix it, which took up a lot of my time.

”

Solution

When Mauro heard about Gradient's Liongard and Mailprotector integrations and the level of automation that could be achieved with the Synthesize Billing module, he jumped on board to pilot it.

“

Because we're an IT company, we have to measure things. It's a must. That being said, we had a bottleneck. Our financial department was doing the billing reconciliation manually and it took a lot of time. And because they're humans, mistakes were made. Gradient was the right fit because Synthesize automates billing reconciliation.

”

Result

After using the Synthesize Billing module, CIO Landing has been able to save time and ensure monthly billing is done accurately.

“The biggest benefit to us so far is knowing that we’re not leaving any money on the table. And now, instead of billing taking four hours per month, it only takes one hour. For me personally, the biggest benefit is that I can focus my time and energy on things that help grow my business.”

Though there were some bugs in the early stages, Mauro says they were quickly resolved and that the tool is always improving. For Mauro, he doesn’t consider it realistic to create a product without bugs and says how a company handles their partners and support tickets is an important consideration when implementing in a new tool – and customer service is something he appreciates about working with Gradient.

Being kept in the loop on product roadmaps is an added bonus for Mauro, and he looks forward to the addition of more features to help his business grow.

