

# How Work 365 Transformed Mike's Licensing Workflow

Streamline Licensing & Maximize Revenue:  
A Work 365 Success Story

**CSP and Billing Management**



**work365**

# Company Overview



## **Industry:**

Managed Services Provider (MSP)

## **Challenge:**

Managing complex CSP subscriptions with limited visibility and manual processes was costing GadellNet time, revenue, and efficiency.

## **Results:**

With Work 365, Mike reduced billing time by 80%, recovered \$10,000 in missed monthly revenue, and transformed his licensing operations

## **Key Product:**

Work 365 - CSP Management



# Meet Mike

**Mike is a Systems Engineer & Licensing Specialist at GadellNet.**



He manages cloud subscription licenses, tracks changes, and ensures clients are invoiced accurately. However, before implementing Work 365, Mike's day-to-day felt like a never-ending uphill battle.

The overwhelming challenges, from Azure billing to renewals to manual reconciliations, affected not just Mike but the entire company. He knew things needed to change, not just for his sanity but for the organization's growth. That's when they turned to Work 365, the all-in-one subscription management and billing automation platform.



# Pre-Work 365 Struggles

*“I felt like I was trying to plug holes in a sinking ship. No matter how diligent I was, something always slipped through the cracks. We realized that our inefficiencies were holding the company back.”*

## Revenue Leakage

- Mike’s spreadsheet system & PSA couldn’t handle licensing complexities.
- Frequent errors included missed renewals, custom pricing and incorrect prorations.
- Struggled to keep up with Microsoft price changes and Promos.
- Untracked upsells added to the problem.
- Revenue losses totaled thousands of dollars.

## Collaboration Roadblocks

- Sales struggled to justify invoices to customers.
- Finance spent hours resolving disputes with clients, delaying month-end reports.
- Support couldn’t provide timely answers to customers due to incomplete licensing data.

## Manual Data Entry

- Manual updates to licensing changes consumed Mike’s time.
- Tasks included provisioning licenses, tracking adjustments, and ensuring accurate billing.
- Mike often worked late nights to manage the workload.

## Limited Visibility

- Mike lacked a centralized dashboard for real-time subscription insights.
- Tracking active licenses, changes, and client usage was challenging.
- Difficulty forecasting renewals and identifying upsell opportunities.
- Untapped revenue potential due to limited data visibility.

# Why did GadellNet choose Work 365?

Mike's company evaluated several solutions but chose Work 365 for its seamless integration with Microsoft Partner Center, ConnectWise and Dynamics 365.

The platform promised real-time updates, automation, and scalability, allowing him to leave the manual and mundane behind; everything Mike needed to turn things around.



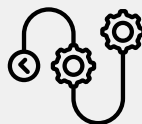
## Implementation

*“It's far more than just a billing system; it's the backbone of how we manage our Microsoft CSP business.”*



### Data Migration

Work 365's team helped migrate existing data, ensuring a smooth switchover with minimal downtime.



### Custom Workflows

The team tailored automation rules to match Mike's exact billing and provisioning processes. It was set up as a single pane of glass for all Mike's subscription data.



### Training & Support

Mike received hands-on training, enabling him to quickly master the platform and troubleshoot independently.

# Game-Changing Features

## Real-Time Subscription Updates

Work 365's integration with the Microsoft Partner Center meant that every licensing change, whether a new subscription, a downgrade, or an upgrade was automatically synced in real time.



## Automated Billing

The entire invoicing process was automated, from proration calculations to syncing invoice line items with ConnectWise . This eliminated billing errors and improved transparency for customers.

## Insights & Reporting

The platform's analytics tools gave Mike deeper insights into subscription trends, allowing him to spot upsell opportunities and forecast renewals more effectively.



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*“Work 365 sends a report to me and to the person who manages the renewal board. So our Account Managers know that on their next call with that client, they need to talk about subscriptions. Everything is joined up.”*

# The Ripple Effect Across Teams

*“Though I’m the only direct user, Work 365 is essential across our organization - every insight on subscriptions and CSP operations flows through it.”*



## Sales

Sales gained real-time data on active subscriptions, empowering them to upsell and cross-sell with confidence.

## Finance

Finance experienced faster, more accurate month-end closings, reducing invoice disputes by 80%.



## Support

Support had instant access to licensing details, cutting customer resolution times in half.

# The Personal Impact on Mike

**Work 365 didn't just transform Mike's workload - it transformed his career.**

*“I feel like I'm adding value, not just fixing problems. I have more time to solve technical problems, think strategically, and contribute to the company's growth.”*



## **Time Saved:**

By automating manual processes, Mike reclaimed 10+ hours a week.

## **Stress Reduced:**

With accurate data and streamlined workflows, he no longer felt overwhelmed or constantly behind.

## **Professional Growth:**

Work 365's insights and automation freed up Mike to focus on higher-level tasks, such as ensuring billing accuracy and supporting leadership with actionable data on revenue opportunities.

# Quantifiable Results

**\$50k**

## Recovered Revenue

Previously missed billing opportunities were identified and recaptured.

**80%**

## Reduction in Billing Errors

Automated invoicing ensured accuracy every time.

**0%**

## Missed Renewals

Automated reminders and clear data visibility improved renewal rates.

# Looking Ahead

Mike's success with Work 365 has inspired the company to explore additional capabilities of the Power Version. Mike is now leading the charge to expand Work 365's adoption across the organization, championing its role as a critical driver of growth.



# Conclusion


For licensing specialists like Mike, Work 365 isn't just a tool - it's a lifeline.


By automating tedious processes, plugging revenue leaks, and fostering cross-team collaboration, Work365 empowers professionals to work smarter, not harder.

“*Work 365 has gone beyond solving my problems. It's not just billing, it's become a cornerstone of how we operate as a business. I can't imagine going back to the way things were.*”




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