

MSP Case Study:



The MSP's Challenge:

CloudPoint is a Belgium-based MSP supporting SMEs across IT, telecom and connectivity services. As the business grew, monthly billing became far more complex than simply reconciling items 1:1 against vendor invoices, and became harder to manage.

Solution Requirement:

CloudPoint needed a solution to enable bespoke billing from their Autotask PSA, including; handling of client exceptions, free trials, tiered pricing, and customised monthly service bundles.

Results Achieved:

CloudPoint can now bill the way their business actually operates - not the way a vendor spreadsheet dictates. Thanks to CloudOlive, they enjoy:

- Integration between Autotask & over 20 vendors
- Granular identification of billing discrepancies
- Bespoke configuration
- Client service groupings automation
- Accuracy & quality assurance

From rigid tools to sophisticated billing control:

How CloudPoint unlocked customisation and better margin visibility with CloudOlive



THE CHALLENGE:

Outgrowing basic tools that were never built for billing complexity

Over the years, CloudPoint had tried several MSP billing tools on the market - all designed for basic, one-to-one reconciliation. None could handle real-world complex billing scenarios, such as if they wanted to exclude trial lines, manage tiered pricing, group services, support rental devices, or treat identical SKUs differently.

On top of flexibility limitations, they had little visibility - lacking insights into pricing changes or margin impacts, so CloudPoint's risks of revenue leakage increased.

As CloudPoint grew, CEO, Kristof De Meyer, knew the shortcomings of their existing systems was becoming impossible to ignore or work around.

Hence his search for more sophisticated billing control began. To break free from rigid, oversimplified automation, CloudPoint eventually found the solution: CloudOlive.



"CloudOlive gives us full control over how we bill. We can finally do things our way, without being limited by what suppliers or vendor portals allow.

That flexibility makes a huge difference to how we run our business."

Kristof De Meyer
CEO, CloudPoint

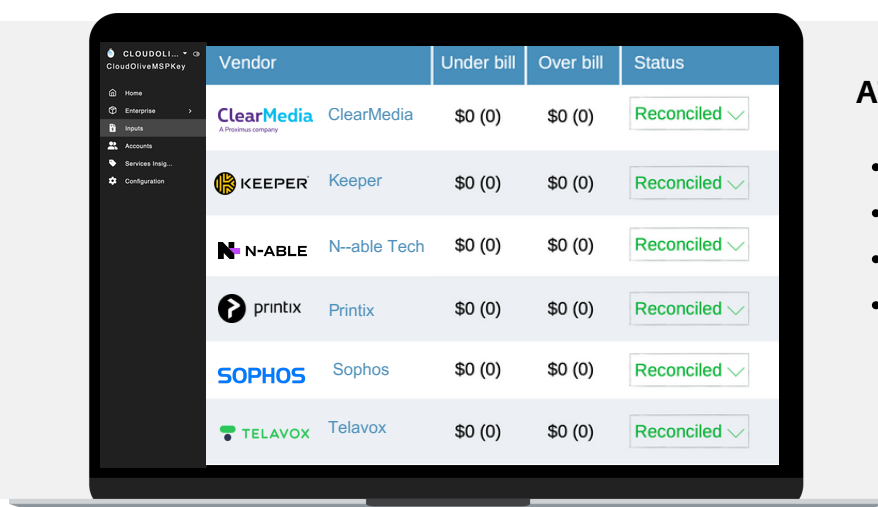
20+ VENDORS AUTOMATED:



PSA INTEGRATION: **datto** | AUTOTASK PSA

THE SOLUTION:

A sophisticated platform built for the real-world complexity MSPs face



Vendor	Under bill	Over bill	Status
 ClearMedia A Protonix company	\$0 (0)	\$0 (0)	Reconciled ✓
 Keeper	\$0 (0)	\$0 (0)	Reconciled ✓
 N-able Tech	\$0 (0)	\$0 (0)	Reconciled ✓
 Printix	\$0 (0)	\$0 (0)	Reconciled ✓
 Sophos	\$0 (0)	\$0 (0)	Reconciled ✓
 Telavox	\$0 (0)	\$0 (0)	Reconciled ✓

AT A GLANCE BENEFITS OF CLOUDOLIVE:

- Identification of billing discrepancies
- Client service groupings automation
- Greater accuracy & quality assurance
- Future proof compatibility with any vendor CloudPoint will resell in the future

Kristof explains that CloudOlive is more sophisticated than the tools they used before - and that's precisely its strength.

It allows them to ignore lines, override pricing, and design tailored billing workflows across more than 20 vendors, covering everything from licences and hosting to telecom services and device rentals.

Rather than bending their processes to fit a restrictive system, CloudPoint can now shape billing around how their business actually operates. The onboarding required more consideration than previous tools, but it gave the team a much clearer understanding of their billing environment - and CloudOlive's hands-on support made the transition smooth and collaborative.

"CloudOlive is more complex than the other tools we tried - but that's exactly why it works."

Billing for MSPs is complicated, and CloudOlive is built to handle that reality instead of oversimplifying it."

Kristof De Meyer, CEO, CloudPoint



Since adopting CloudOlive, CloudPoint has gained clear visibility across all billing, with discrepancies and margin issues surfaced quickly. The added flexibility has also opened up new ways to package and charge for services - opportunities Kristof said they couldn't see with previous tools.

"CloudPoint actually spends more time in billing now, and that's a positive. With CloudOlive, we are more intentional, more precise and ultimately more profitable, using billing as a strategic lever rather than a manual chore" shares Kristof.

BOOK YOUR PLATFORM TOUR NOW:

<https://www.cloudolive.com/book-a-demo>

