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Scaling Smarter:

How Pavelcomm Streamlined IT Operations with Pia

PAVELCOMM

Company Profile

Established as a leading Managed Service Provider (MSP), Pavelcomm has built a reputation for delivering high-quality IT solutions with a customer-first approach. With over 40 employees, and a long history of providing managed services the company prioritizes efficiency, automation, and innovation to maintain its competitive edge in the rapidly evolving MSP industry.

The company prides itself on delivering live-answer help-desk support ensuring that clients always reach a real person instead of a call tree. This high level of service sets them apart from competitors and is a key reason for their longstanding client relationships. With so much experience on their side, Pavelcomm was ready to evolve with the needs of the market.

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The
Challenge

As the MSP industry evolved, Pavelcomm saw smaller competitors getting acquired by larger firms, often backed by private equity. These consolidations allowed competitors to offer cheaper, faster services—often by outsourcing help desk roles. To maintain its high-quality, personalized support, Pavelcomm needed to increase efficiency without increasing costs.

Initially, Pavelcomm adopted an RPA tool to automate workflows. However, its steep learning curve and need for specialized DevOps personnel made it costly and difficult to sustain. "We were spending the equivalent of a Tier 2 engineer's salary just on licensing," said Dave Tallbut, Chief Technology Officer. "And on top of that, we needed high-level engineers to make it work. It felt like we were maintaining the tool instead of the tool helping us."

Frustrated with the lack of return on investment, Dave was open to alternatives. A chance encounter led him to discover Pia. "I had never heard of Pia before, but when I saw it was PowerShell-based and built for MSPs, I knew it had potential."

The Solution: pia

Skeptical after investing in an RPA tool, Dave told Pia's team that he needed a home run right out of the gate. "I wasn't interested in another money pit. We needed something that would deliver immediate value." So, what were the key factors that set Pia apart?

PowerShell-Based Scripting: Leveraging a familiar language for Pavelcomm's engineers
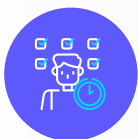
Pre-Built Automation Catalog: Offering out-of-the-box efficiency gains

Seamless Integration: Minimizing onboarding time and eliminating the need for extensive DevOps expertise

Smart Forms: Simplifying the onboarding and offboarding processes for clients

Despite initial hesitation, the deployment exceeded expectations. "We rolled out Pia in record time. Within weeks, we had it assisting with tickets, and now it's saving us 60-70 hours a month in just labor."

Results

Since adopting Pia, Pavelcomm was counting on the solution to be a homerun. Thankfully, they started seeing benefits right away, including:
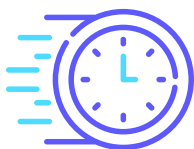
60–70 hours saved per month by automating manual processes

15% of all tickets fully automated, handling over 375 tickets monthly

75% reduction in user onboarding time, cutting it from 2 hours to under 30 minutes

100% adoption by the help desk team, making Pia a core part of daily workflows

Reallocation of staff, freeing up two full-time dispatchers for other roles

Reduction in errors and improved efficiency in ticket management

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One of the biggest wins was ticket triage. "Triage V2 was a game changer," said Daniel, Pavelcomm's DevOps Engineer. "It lets us route tickets based on key phrases or classification, which drastically improved response times and efficiency."

Another major success was automating offboarding requests. "We had a client send a separation request at 4:55 PM on a Friday," Dave recalled. "Normally, that's a 45-minute process at the worst possible time. With Pia, the tech ran a script, and in minutes, it was done—ticket closed, client notified. That's the magic of Pia."

Pavelcomm has also developed custom automations using Pia. One of the most impactful is an onboarding automation that emails new hire credentials after clients submit an onboarding form. "It eliminates delays, reduces human error, and improves the client experience," Daniel explained.

Other standout automations include:

Signature pad reset script

A custom automation for a client that relies on digital signature pads. "If the pad stops working, they don't have time to call IT," said Daniel. "Now, they click one button, and it resets instantly."

Zero-touch user provisioning through SmartForm

Fully automating new user setups, reducing setup time by 75%.

"Pia is the reason I was able to transition into a full-time DevOps role," Daniel added. "It's allowed me to develop automations, increase efficiency, and deliver a better product to our clients."

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Future Vision

Pavelcomm plans to expand its use of Pia by:

Expanding SmartForms to improve self-service efficiency for clients

Training HR teams at client organizations to handle IT requests seamlessly

Standardizing automation policies across all clients to ensure best practices in IT management

Enhancing ticket triage with Pia's advanced AI capabilities, specifically leveraging Triage V2 for intelligent ticket routing

"We want to push more clients to use Smart Forms," Daniel shared. "The more automation we can put in their hands, the better."

By embedding Pia deeper into its operations, Pavelcomm aims to further reduce labor costs, enhance client experience, and maintain a competitive advantage in the MSP space.

Conclusion

Pia has not only transformed Pavelcomm's business but has also had a profound impact on team members. One employee shared how learning to effectively use RMM systems and increase tech efficiency with Pia led them to pursue a full-time career in DevOps. Pia has allowed them to create value for Pavelcomm by developing automations, increasing efficiency, reducing errors, and ultimately delivering a better product to clients.

Pavelcomm has also been able to transform how it operates fundamentally. By automating routine tasks, reducing manual effort, and enhancing efficiency, Pavelcomm is leveraging Pia to scale without increasing overhead. The partnership has proven invaluable, setting the company up for long-term success in an ever-changing MSP landscape.

what our partners says

PAVELCOMM

"

AI Triage was a game changer for us. Being able to intelligently route tickets based on key phrases or classification has drastically improved response times and efficiency.

Daniel Salser-Weiss,
DevOps Engineer, Pavelcomm

"

Pia allows us to do more with less. It has saved us countless hours and fundamentally changed how we approach automation. The level of service from Pia's team, their transparency, and their dedication to the MSP industry set them apart.

Dave Tallbut,
Chief Technology Officer, Pavelcomm

"

Pia has helped me transition into a full-time DevOps role, allowing me to focus on automation and efficiency. It's not just a tool—it's been a career accelerator.

Daniel Salser-Weiss,
DevOps Engineer, Pavelcomm

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Key Metrics:
Pia & Pavelcomm

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Ready to
transform
your help desk?

The help desk doesn't have to be just another cost center.

We created Pia because we understand the real challenges MSPs face every day. Our platform was built from the ground up specifically for help desk ticket resolution. It's not a generic AI retrofitted for tech support.

Pia is also packed with dozens of ready-to-use automations and intelligent ticket routing that lets your entire team handle common requests quickly and consistently, without needing specialized skills or engineers.

Book a demo today to see how Pia can empower your team to:

- ✓ Reduce ticket resolution time from hours to minutes
- ✓ Double your tech-to-endpoint ratio
- ✓ Start automating tickets on day one

BOOK A DEMO

See how many service tickets you can completely automate away!

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automate IT

Pia aiDesk is an intelligent automation platform designed for managed services providers (MSPs) to optimize their operations, free up resources, and increase operational efficiencies. The platform employs a combination of hyperautomation technologies such as artificial intelligence, machine learning, natural language processing, and robotic process automation, as well as the Pia Chatbot, to rapidly analyze, route, and act upon recurring tasks. With Pia's globally patented solution, MSPs can reduce their business costs, improve client service time, boost employee satisfaction, and deliver consistent service. Pia is also ISO 27001, GDPR, and SOC 2 accredited.

For more information, visit **pia.ai**