



Case Study

Intuity Technologies' journey from frustration to freedom: Leaving Pia behind for Rewst

With over five decades of experience supporting Irish SMEs, Intuity Technologies has built a reputation for dependable, ISO-certified managed IT services. Headquartered across Dublin, Galway, and Roscommon, Intuity serves more than 350 clients, delivering technical support through a robust service desk and a team of experts in software, infrastructure, and automation.



As customer environments became more complex and internal service desk demands expanded, Intuity sought to streamline operations without expanding headcount. Their goal: automate repetitive tasks, increase consistency, and free engineers for more strategic work.

This case study explores the roadblocks Intuity faced with Pia, what ultimately led them to adopt Rewst, and the transformative impact automation has had across their organization.

Why Pia didn't work: A platform that promised efficiency—but delivered headaches

Intuity's initial push toward automation involved adopting Pia to reduce technician workload on repetitive tickets—user onboarding/offboarding, permission changes, password resets, and more. But the promise of efficiency quickly gave way to frustration.

The core challenge was that Pia simply couldn't keep up with the complexity of Intuity's client environments. These spanned fully serverless Microsoft 365 deployments, hybrid networks with Active Directory sync, and a mix of legacy and modern infrastructure. The platform's limited flexibility rendered it ineffective across most scenarios.

"If you're in a full Microsoft 365 serverless environment," explained Stephen Conroy, Intuity's Service Desk Manager, "then Pia might work for basic joiners and leavers. But 90 percent of our customers aren't. It was faster for our technicians to do the work manually than to wrestle with the platform."

Making matters worse, customization was rigid and cumbersome. Pia required YAML scripting to handle even slight deviations from out-of-the-box workflows. This made

it difficult for the service desk to support client-specific logic, build bulk workflows, or quickly address edge cases.

Lastly, Pia lacked integrations with key tools in Intuity's stack, including CloudCockpit, Datto Backup, DNS Made Easy, Nerdio, and more. For instance, the platform's inability to parse data from structured forms in Intuity Connect (CloudRadial) blocked the automation of even the most common service requests. The process broke down at the point where automation should have delivered the most value.

Discovering Rewst: An automation platform built for MSPs

Intuity first encountered Rewst at DattoCon Dublin, where Stephen was impressed by the platform's flexible, low-code builder, deep integration capabilities, and a refreshingly transparent support team.

Rewst allowed Intuity to build and customize workflows that run seamlessly across varied client environments, without extensive development effort. The team could adapt logic, nest subworkflows, and scale workflows across tenants with drag-and-drop tools. Prebuilt automations accelerated early wins with user onboarding, permission changes, and ticket enrichment.

“What impressed me was the number of prebuilt automations and their flexibility in demos. Even when issues came up, the Rewst team was upfront.”



Stephen Conroy, Service Desk Manager
at Intuity Technologies

Building a scalable automation strategy from the inside out

Intuity hired Calvin Bergin, a former engineer with a self-taught automation background and a passion for process improvement, to lead the initiative.

Working in a hybrid role as automation builder and service desk engineer, Calvin immediately built out foundational workflows:

- Joiners and Leavers
- Password Resets
- GDAP Permissions Monitor
- Calendar Permissions and Mailbox Forwarding

The results were immediate. Tasks that once took 20+ minutes per user—and required manual intervention—were completed in under five minutes with full consistency.

“A customer submitted four onboarding forms, and all four users were ready within five minutes—completely touchless.”

— Calvin Bergin

The service desk saw fewer follow-up tickets, increased accuracy, and faster resolution times, which allowed engineers to focus on higher-value work.

Extending automation beyond the service desk

Rewst's impact went beyond ticket resolution. Whereas Pia couldn't extend past the service desk, Intuity quickly realized they could use

Rewst to tackle more complex, cross-functional automations, including finance operations and reporting.

Finance reconciliation

Calvin built a billing reconciliation workflow that aggregated data from:

- Microsoft licensing from MicroWarehouse
- Device counts from Datto RMM
- Contract data in Autotask

This automation replaced a three-to-four-day manual process with a fully automated flow that runs in five minutes. It identifies license waste, billing discrepancies, missed invoices, and upsell opportunities.

“Our billing reconciliation automation in Rewst has helped find missed invoices while saving our finance team 3-4 days of manual work each month.”

— Stephen Conroy

Event queue cleanup and device mapping

Calvin also built a ticket reassignment workflow that parses event titles, extracts device IDs, and reassigns tickets from a generic queue to the correct client in Autotask. This workflow provides accurate QBR data and reduces clutter.

Self-service automation and client flexibility

By integrating Rewst with CloudRadial, clients can now submit structured onboarding/offboarding requests that trigger automations instantly without needing technician input, even outside business hours.

"It gives the customer the flexibility to request onboarding at any time—and know it'll be done securely, consistently, and fast."

— Stephen Conroy

Results: Efficiency gains, headcount avoidance, and strategic time savings

- Since adopting Rewst, Intuity has seen significant gains in service quality and operational efficiency:
- 20+ minutes saved per onboarding.
- 3–4 days per month saved on license reconciliation.
- 1–2 FTEs worth of workload offset.
- Improved consistency, accuracy, and security posture.
- Proactive tenant cleanups and system jobs that reduce risk and prevent failures.
- Self-service automations for clients via CloudRadial.

"Rewst is doing more than one person's worth of work. And we never would have been able to justify hiring someone for the tasks it's now handling."

— Stephen Conroy

What's next for Intuity: Department-wide automation and reporting

With the foundation built, Intuity plans to expand Rewst into other departments and strategic initiatives:

Cross-departmental workflows

Other teams—including finance and account management—are now submitting automation ideas during weekly huddles, and Calvin is collaborating with them to prioritize and implement new flows.

"My focus now is on cross-department automation. Rewst is more than a service desk tool—it's a business tool."

— Calvin Bergin



Reporting and data visibility

The team is exploring how to use Rewst for CSV-based reporting, dashboards, and data extraction, especially as their current PSA has export limitations.

Sustainable growth model

Calvin spends three days a week on Rewst, dedicating one day to maintenance to ensure the reliability of current automation while strategically developing new ones.

"We've already seen big returns and are only five months in."

— Stephen Conroy

From frustration to foundation: Rewst's lasting impact

Rewst gave Intuity Technologies the flexibility, scalability, and control they couldn't get from

Pia. Where Pia fell short—with rigid scripting, poor integration, and limited adaptability—Rewst delivered a platform designed for the complex needs of MSPs.

Prebuilt automations allowed Intuity to achieve meaningful early wins, proving value quickly without burdening engineers with development overhead. Just as important, Rewst's low-code approach and deep integration capabilities laid the groundwork for scalable, reliable automation—from service desk tasks to more complex, cross-functional processes.

With the right platform, internal champions, and a more agile foundation in place, Intuity has turned automation into a core advantage, making its business more efficient, consistent, and resilient.

"Rewst isn't just saving time—it's helping us work smarter across the whole company."

— Stephen Conroy

**Start small. Scale smart.
Automate the service desk
and beyond.**

[See what Rewst can do for your MSP](#)

