

JoeApps handed off billing reconciliation and got 45 hours a month back

Joseph Apps, founder and CEO of Burlington-based JoeApps, on why he trusted Gradient's Managed Billing Reconciliation team with his MSP's billing, and what changed when he did.

TIME

50 → 5

hours a month on
billing work

EFFICIENCY

~90%

less time spent on
reconciliation

CLIENTS

Fewer

billing complaints
and missed
charges

CASH FLOW

Lower

DSO from on-time,
accurate invoices



Joseph Apps

CEO & Founder, JoeApps

ABOUT JOEAPPS

Joe Apps Technology Support Inc. is a Canadian MSP serving small and mid-sized businesses from offices in Burlington, Oakville, and Vancouver.

Led by founder and CEO Joseph Apps, the team, known as "The Joes," delivers managed IT support, cybersecurity, compliance, cloud, networking, and vCIO services to accounting, legal, dental, construction, and distribution clients.

THE CHALLENGE

A monthly chore that hid its own problems

JoeApps doesn't sell one thing. Clients may be on managed plans, buy hourly support, or add security and compliance services, and every combination means more licenses and agreements to check.

Each month, the team worked through every vendor platform by hand, checking counts against client agreements. It took 40 to 50 hours and left little room to see where billing was going wrong.

"There were so many issues that we didn't even realize were issues, because we were just stuck in the day-to-day of doing it."

Joseph Apps, CEO & Founder, JoeApps

THE HESITATION

Red-shirt and green-shirt clients

Some clients followed the standard billing rules. Others had exceptions that only the team knew about. Handing that knowledge to an outside team felt like a risk.

"It's difficult at first to really trust somebody with it. If this client is wearing a green shirt, do this. If they put on their red shirt that day, they'll do this."

Joseph Apps, CEO & Founder, JoeApps

THE SOLUTION

A billing team that learned JoeApps' rules

Gradient's MBR team took reconciliation off JoeApps' plate. Each month they compare vendor usage with what's billing in the PSA, apply JoeApps' rules, and hand back results ready for review. Before any numbers ran, they documented every client exception.

"You want to make sure your clients are mostly wearing green shirts, and any exceptions are documented as you grow. The MBR team has done that with us and for us."

Joseph Apps, CEO & Founder, JoeApps

THE RESULTS

What changed for JoeApps

Time back

Billing work fell from 40–50 hours a month to about 5, mostly review and approval.

A path to standard

Documented exceptions give a clear plan to standardize client systems and pricing.

Calmer service desk

Accurate bills mean fewer disputes, fewer missed charges, and fewer billing tickets.

Faster cash

Invoices go out on time and correct, which has brought DSO down.

"Billing is so much easier on us, and our clients aren't having billing complaints or things missed. That's a whole game changer for us."

Joseph Apps, CEO & Founder, JoeApps

Get reconciliation off your plate, not out of your control.

Request a quote at
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