Verified Execution: Done Log

Stop Chasing Tickets. Start Proving Value.

A 10-Minute Executive Briefing for IT Managed Service Providers

SLIDE 1: The $89,000 Question

"What did your techs actually RESOLVE for clients this month?"

Problem	Annual Impact
Unbilled time (forgot to log tickets)	**$28,000+** lost revenue
Client disputes over "missing" work	**$18,000+** in credits
Manager time chasing status updates	**$16,000+** in wages
Scope creep without documentation	**$15,000+** in free labor
Churn from perceived low value	**$22,000+** in lost contracts
TOTAL INVISIBLE LOSS	**$89,000+/year**

> "We were delivering massive value but couldn't prove it. Lost two $8K/month clients who said 'we never see you do anything.'" — MSP Owner, 340 endpoints under management

SLIDE 2: Your Techs Do Great Work. Can Clients SEE It?

What Your Current System Looks Like:

❌ **Tickets closed with "resolved" and no details** · ❌ **Proactive maintenance invisible to clients** · ❌ **"We never see your team" complaints** · ❌ **QBRs scrambling for data** · ❌ **Scope creep normalized as "good service"**

What Clients & Stakeholders Actually Want:

✅ **Proof** that their investment is working · ✅ **Visibility** into proactive work (not just fires) · ✅ **Documentation** for compliance audits · ✅ **Value reports** that justify their spend · ✅ **Confidence** that nothing falls through cracks

SLIDE 3: Introducing Verified Execution

Work Isn't Done Until Someone ELSE Says It's Done.

Traditional: Tech: "I patched the servers and updated firmware." ✓ Done

Verified Execution: Tech: "I patched servers and updated firmware." → Senior Tech Reviews → **VERIFIED** ✓ Now it's Done

Why This Works for MSPs:

1. **No self-verification** — Techs submit, seniors confirm
2. **Built-in QC** — Catch missed steps before clients notice
3. **Client-ready documentation** — Timestamped, verified, exportable
4. **Value visibility** — Proactive work finally gets credit
5. **Scope protection** — Out-of-scope work documented instantly

SLIDE 4: See It In Action — The Dashboard

```
┌─────────────────────────────────────┐
│ 📋 LOG COMPLETED WORK             ⫿ │
├─────────────────────────────────────┤
│ What was completed?                  │
│ ┌─────────────────────────────────┐ │
│ │ Monthly patching - Acme Corp.   │ │
│ │ 24 workstations, 3 servers.     │ │
│ │ All Windows updates applied,    │ │
│ │ firmware current, AV definitions│ │
│ │ verified. Zero reboots pending. │ │
│ └─────────────────────────────────┘ │
│ Category: [Maintenance ▼]            │
│ Time: [2h 45m] Verifier: [Sarah ▼]  │
│ 📎 Screenshots: Patch report, AV     │
│    status, server health dashboard   │
│       [ Submit Outcome ]             │
└─────────────────────────────────────┘
```

Takes 90 seconds. Screenshot evidence, describe work, pick verifier. Done.

SLIDE 5: The Verification Flow

```
┌─────────────────────────────────────────────┐
│  ┌─────────────────────────────────────┐     │
│  │ ✓ VERIFICATION QUEUE          |     │     │
│  │ ┌─────────────────────────────────┐ │     │
│  │ │🟡 Monthly Patching - Acme Corp  |│ │     │
│  │ │   24 workstations, 3 servers    |│ │     │
│  │ │   By: Mike • 2h 45m • 3:15 PM   |│ │     │
│  │ │   📎 4 screenshots              |│ │     │
│  │ │   [✓ APPROVE]  [✗ REJECT]       |│ │     │
│  │ └─────────────────────────────────┘ │     │
│  │ ┌─────────────────────────────────┐ │     │
│  │ │🟡 Firewall Rule Update - Beta LLC|│ │     │
│  │ │   New VPN tunnel configured     |│ │     │
│  │ │   By: James • 1h 30m • 11:20 AM |│ │     │
│  │ │   📎 3 screenshots              |│ │     │
│  │ │   [✓ APPROVE]  [✗ REJECT]       |│ │     │
│  │ └─────────────────────────────────┘ │     │
│  └─────────────────────────────────────┘     │
└─────────────────────────────────────────────┘
```

✅ **Approve** → Verified, ready for client report · ❌ **Reject** → "Missing AV screenshot" → Tech adds before closing

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SLIDE 6: The Running Log — Your Proof of Value

```
 ┌──────────────────────────────────────────┐
 │  CLIENT LOG              [Export CSV/PDF]  │
 │ Filter: [All Techs▼] [Status▼] [This Month▼] │
 │                                            │
 │  ✅ Monthly Patching - Acme  │ Mike  │ 2h45m │
 │  ✅ Firewall Update - Beta   │ James │ 1h30m │
 │  ✅ Backup Verification - Acme│ Sarah │ 0h45m │
 │  ✅ New User Onboard - Gamma │ Mike  │ 1h15m │
 │  🟡 Network Audit - Delta    │ James │ 3h00m │
 └──────────────────────────────────────────┘
```

QBR Prep? Export client's verified work in 2 clicks. **Scope Dispute?** Pull timestamped evidence.
Compliance Audit? Every action documented.

SLIDE 7: The "Top 6" Focus System

```
⭐ MY TOP 6 — This Week          |

  ⭐ Complete Acme server migration  |
  ⭐ Finish Beta LLC security audit  |
  ⭐ Onboard 3 new users at Gamma    |
  ⭐ Renew SSL certs (5 clients)     |
  ⭐ Document Delta disaster recovery |
  ⭐ QBR prep for top 3 accounts     |

  📋 BACKLOG (28)  ✓ DONE (19)       |
```

The Rule: No more than 6 priorities. **The Result:** Critical client work gets finished, not buried.

SLIDE 8: Real Results from Real MSPs

Regional MSP (8 technicians, 420 endpoints)

Metric	Before	After 90 Days
Unbilled hours recovered	—	**$6,200/month**
Client disputes	6/month	**0/month**
QBR prep time	8 hrs/client	**45 min/client**
Contract renewals	78%	**96%**
Upsell acceptance rate	12%	**34%**

> "When we showed the CFO a 42-page verified work log covering everything we'd done that quarter —patching, monitoring, security updates, all timestamped and signed off—she increased our contract 40% and added two sister companies." — MSP Principal, 8-person team

SLIDE 9: Built for MSP Workflows

```
🖥 MAINTENANCE          🔒 SECURITY              🆘 SUPPORT
☐ Patching verified    ☐ AV definitions OK     ☐ Ticket resolved
☐ Backups confirmed    ☐ Firewall rules doc'd  ☐ Root cause found
☐ Monitoring reviewed  ☐ Vuln scan complete    ☐ User trained
☐ Updates installed    ☐ MFA audit done        ☐ Follow-up scheduled
☐ Health check done    ☐ Access review signed  ☐ Escalation logged
☐ Report generated     ☐ Incident documented   ☐ SLA met confirmed
```

Every service category. Every client. One system.

SLIDE 10: Simple, Transparent Pricing

Plan	Price	What You Get
Basic	**$47/mo**	5 team members, unlimited entries, exports
Pro	**$97/mo**	15 team members, priority support, analytics
Enterprise License	**$2,997 once**	Unlimited techs, lifetime access

The Math: One recovered billable hour = $125-175 · One retained client = $3,000-15,000/month · One successful upsell = $500-2,000/month recurring

ROI Timeline: Most MSPs see positive return in Week 1.
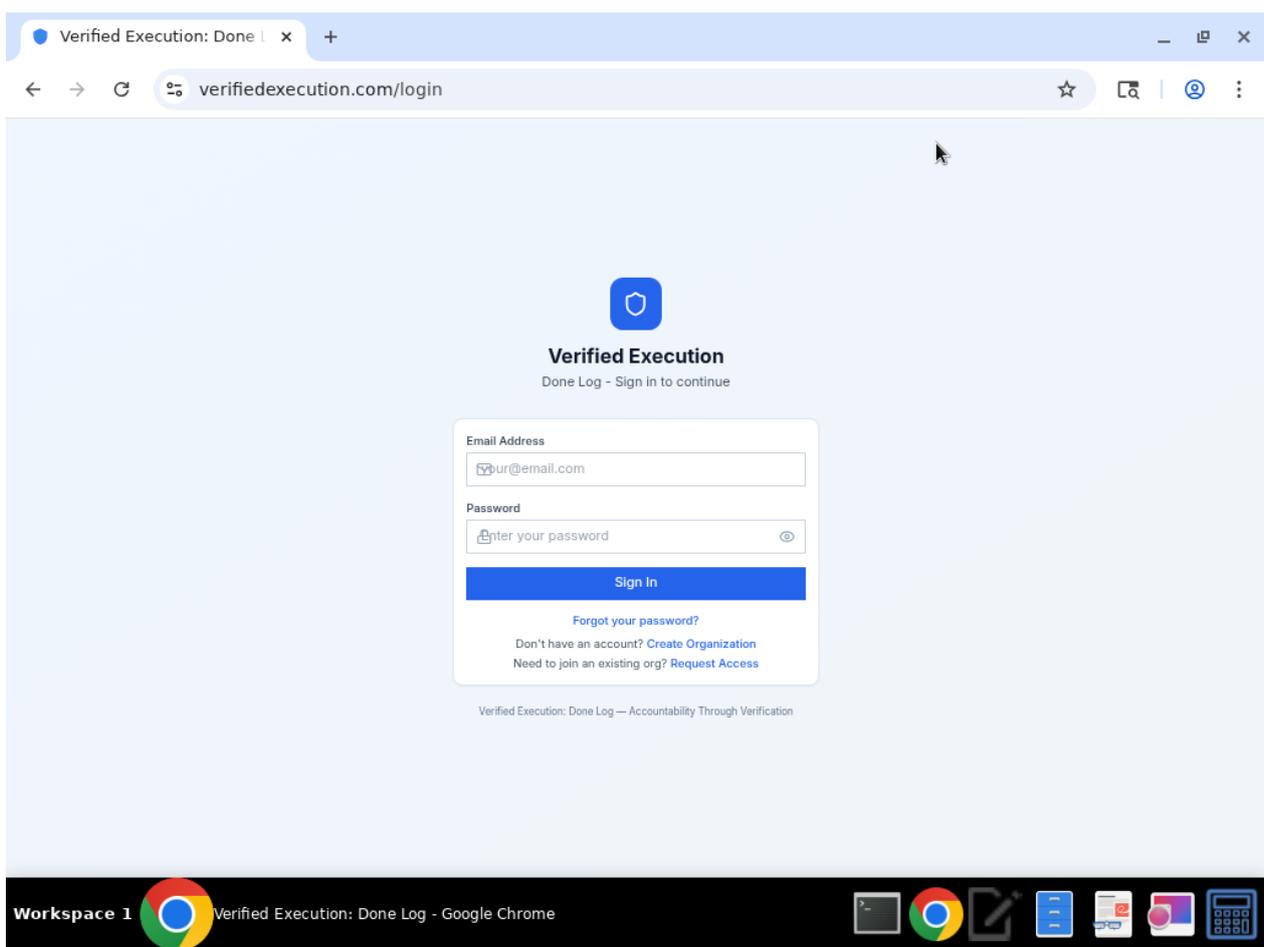
SLIDE 11: Your Competition Is Already Moving

What Clients Are Starting to Ask:

> "Can you show me what you actually did this month?" · "How do I know my systems are really being maintained?" · "What's my ROI on your services?"

MSPs That Can Answer with Proof: ✅ Win more deals · ✅ Retain clients longer · ✅ Command premium rates · ✅ Upsell with confidence · ✅ Pass compliance audits

MSPs That Can't: ❌ Compete on price alone · ❌ Lose clients who "don't see value" · ❌ Scramble before every QBR · ❌ Give away scope creep for free

SLIDE 12: Start Your Free Trial Now

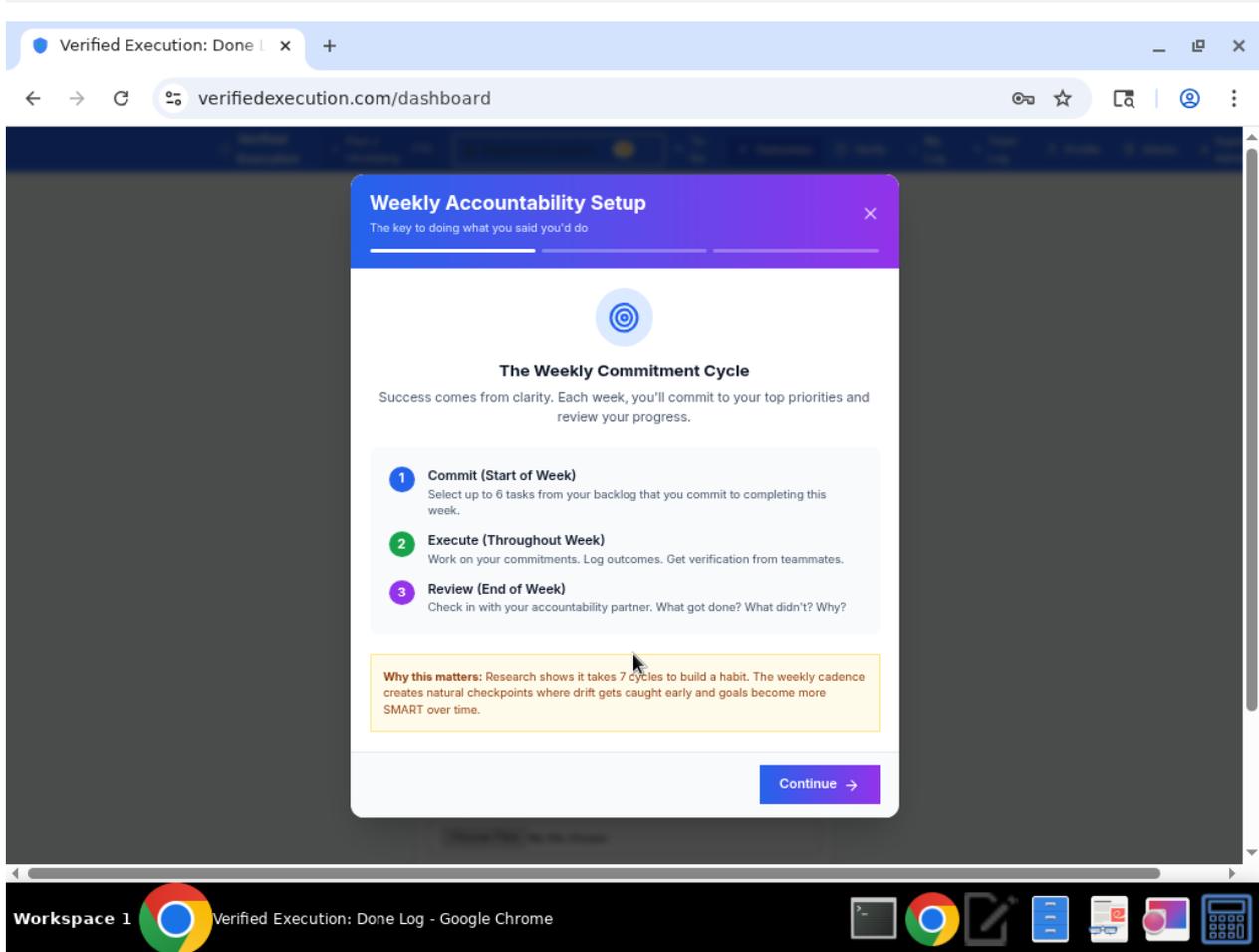## 14 Days. Full Features. No Credit Card.

By End of Week 1: ✅ Tech team onboarded · ✅ Verification workflow running · ✅ First client-ready report generated · ✅ Proof that this changes everything
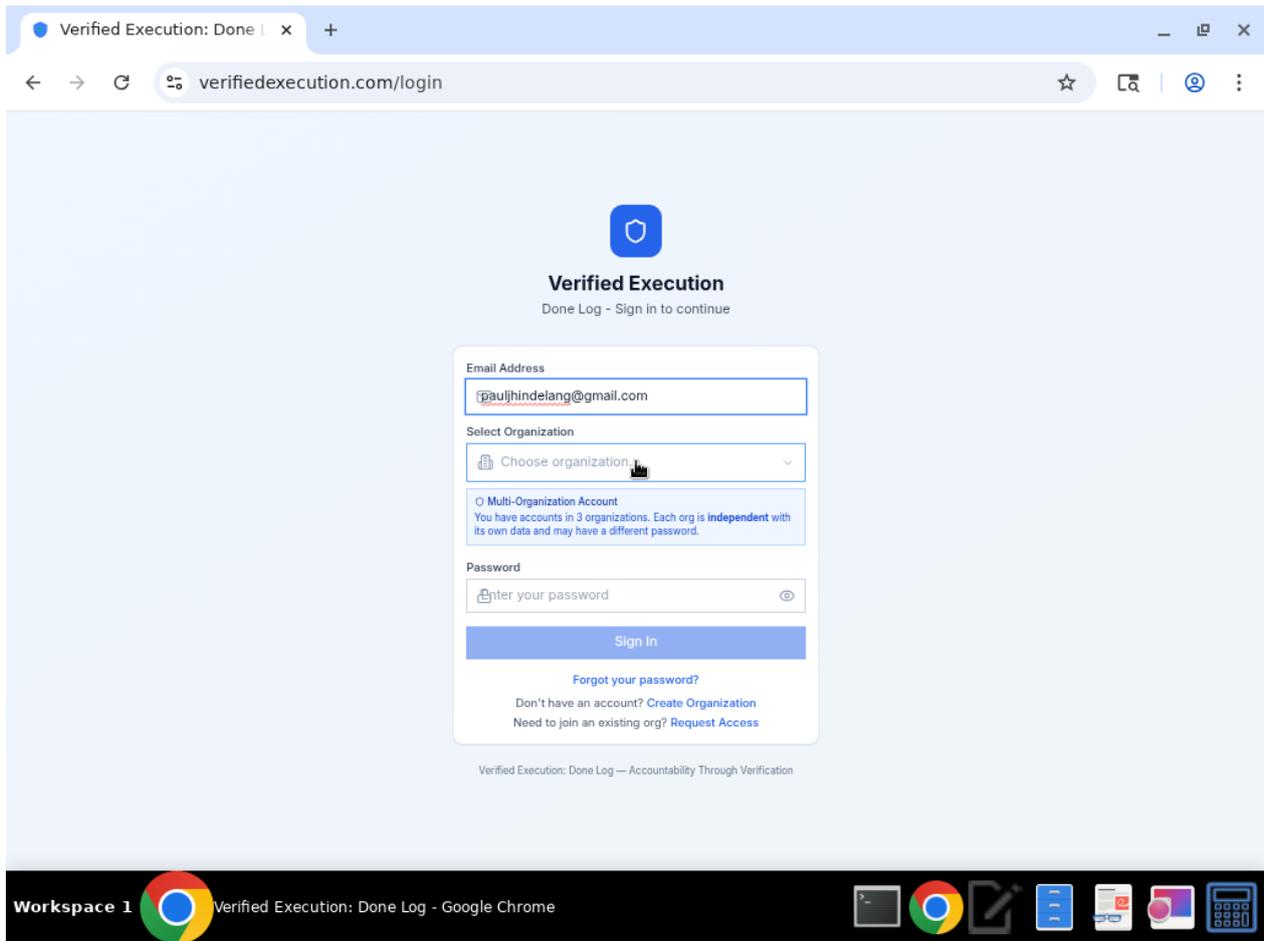

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"Work isn't done until someone else says it's done." © 2026 Verified Execution

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APPENDIX: Screenshots

APPENDIX: MSP-Specific Use Cases

Service Type	What Gets Logged	Why It Matters
Patching	Screenshots + counts	Compliance proof
Backup Verify	Restore test results	DR confidence
Security Audit	Vuln scan reports	Risk documentation
User Onboard	Checklist completion	Consistent delivery
Incident Response	Timeline + actions	SLA verification
QBR Prep	Aggregated reports	Client retention

APPENDIX: The "Invisible Work" Problem

Situation: Client paying $4,500/month for managed services. After 18 months, CFO asks: "What exactly do you do for us? We never have problems, so why are we paying so much?"

Without VE: You scramble to pull ticket data. Most proactive work wasn't logged. You present a weak case. Client downgrades to break-fix.

With VE: Export 18 months of verified work: 216 patching cycles, 52 backup verifications, 24 security audits, 89 proactive fixes. Each timestamped, screenshot-documented, supervisor-verified. CFO sees $380K in prevented downtime. **Contract renewed + expanded.**

Saved Revenue: $54,000/year · **Platform cost: $97/mo** · **ROI: 46x**

"Our clients used to ask what we do. Now they ask how we do so much." — Operations Director, 650-endpoint MSP