

# 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
<b>TOTAL INVISIBLE LOSS</b>	<b>\$89,000+/year</b>

“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

The screenshot displays a web browser window with the URL `verifiedexecution.com/dashboard`. The page title is "Log Completed Work" with the subtitle "Record what's DONE and assign a verifier". The form includes the following fields and options:

- What was completed? \***: A text area for describing the work.
- Installation Completed** and **Configuration Completed**: Two buttons for marking specific tasks as complete.
- Signal/System Test Passed** and **Customer Acceptance Received**: Two buttons for marking specific tests or approvals as complete.
- Compliance Filed**: A button for marking compliance as complete.
- Category \***: A dropdown menu with "Ops" selected.
- Impact \***: A dropdown menu with "Internal" selected.
- Time Spent (minutes) \***: A text input field containing "20".
- Cost (\$)**: A text input field containing "0.00".
- Verifier \***: A dropdown menu with "Select verifier..." selected.
- Visibility**: A toggle switch set to "Your Default".
- Team Visible**: A dropdown menu set to "Private (My Log Only)".
- Attachments**: A "Choose Files" button with "No file chosen" text.

The browser's taskbar at the bottom shows "Workspace 1" and "Verified Execution: Done Log - Google Chrome".

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

The screenshot shows a web browser window with the URL `verifiedexecution.com/dashboard/verify`. The page title is "Verified Execution". The user is logged in as "Paul J Hindelang (PM)". The dashboard displays a "Verify Queue" section with the subtitle "Review and verify completed work assigned to you". A large box in the center of the queue contains a clock icon and the text "No pending verifications" and "You're all caught up!". The browser's taskbar at the bottom shows "Workspace 1" and "Verified Execution: Done Log - Google Chrome".

✓ VERIFICATION QUEUE

---

● Monthly Patching - Acme Corp  
 24 workstations, 3 servers  
 By: Mike • 2h 45m • 3:15 PM  
 4 screenshots  
 [✓ APPROVE] [x REJECT]

---

● Firewall Rule Update - Beta LLC  
 New VPN tunnel configured  
 By: James • 1h 30m • 11:20 AM  
 3 screenshots  
 [✓ APPROVE] [x REJECT]

✓ **Approve** → Verified, ready for client report · ✗ **Reject** → “Missing AV screenshot” → Tech adds before closing

## SLIDE 6: The Running Log — Your Proof of Value

The screenshot shows a web browser window displaying the 'Verified Execution' dashboard. The main section is titled 'Running Log' and shows 'Company-wide completions'. There are three summary cards: '0 Total', '0 Verified', and '0 Pending'. Below these cards, there is a link for 'Archived Entries (7)'. The dashboard includes a navigation bar with options like 'Verified Execution', 'Paul J Hindelang (PM)', 'Engineered Leaders...', 'To-Do', 'Outcomes', 'Verify', 'My Log', 'Team Log', 'Profile', 'Admin', and 'Super Admin'. At the bottom of the page, there is a quote: "People rarely succeed unless they have fun in what they are doing." — Dale Carnegie.

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

Verified Execution: Done | x +

verifiedexecution.com/dashboard/todos

Verified Execution | Paul J Hindelang (PM) | Engineered Leaders... +2 | + Outcomes | Verify | My Log | Team Log | Profile | Admin | Super Admin

### My Top 6

Focus on what matters most today

Add a task... +

★ Top 6 Focus (0/6)

Star ★ tasks from your backlog to add them here

Backlog (0)

Your backlog is empty. Add tasks above!

No tasks yet

Add your first task above to get started

https://verifiedexecution.com/dashboard/todos

Workspace 1 | Verified Execution: Done Log - Google Chrome

★ 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	—	<b>\$6,200/month</b>
Client disputes	6/month	<b>0/month</b>
QBR prep time	8 hrs/client	<b>45 min/client</b>
Contract renewals	78%	<b>96%</b>
Upsell acceptance rate	12%	<b>34%</b>

“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**

- Patching verified
- Backups confirmed
- Monitoring reviewed
- Updates installed
- Health check done
- Report generated

🔒 **SECURITY**

- AV definitions OK
- Firewall rules doc'd
- Vuln scan complete
- MFA audit done
- Access review signed
- Incident documented

🆘 **SUPPORT**

- Ticket resolved
- Root cause found
- User trained
- Follow-up scheduled
- Escalation logged
- SLA met confirmed

**Every service category. Every client. One system.**

## SLIDE 10: Simple, Transparent Pricing

Plan	Price	What You Get
<b>Basic</b>	<b>\$47/mo</b>	5 team members, unlimited entries, exports
<b>Pro</b>	<b>\$97/mo</b>	15 team members, priority support, analytics
<b>Enterprise License</b>	<b>\$2,997 once</b>	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

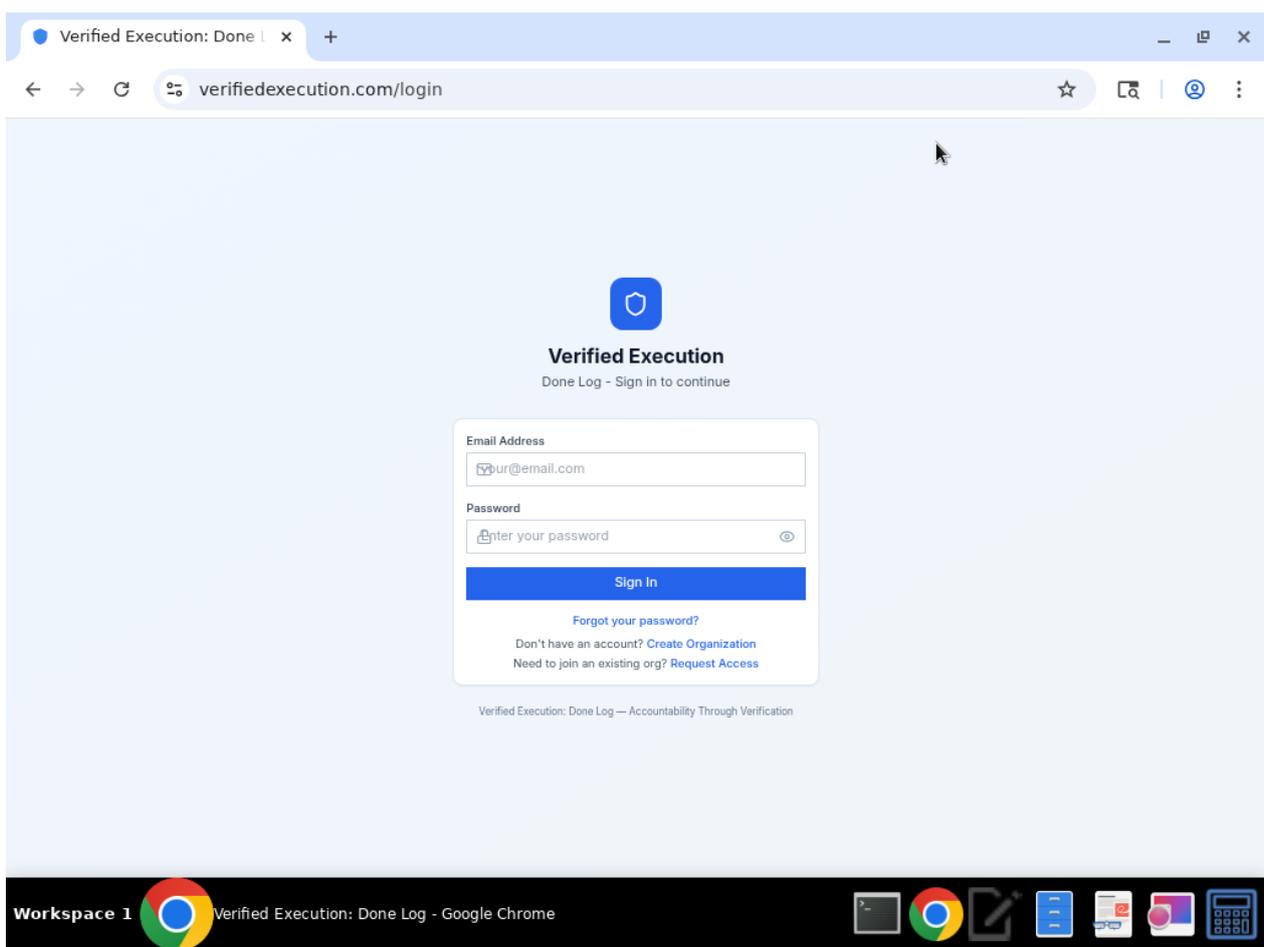
### What Clients Are Starting to Ask:

“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.

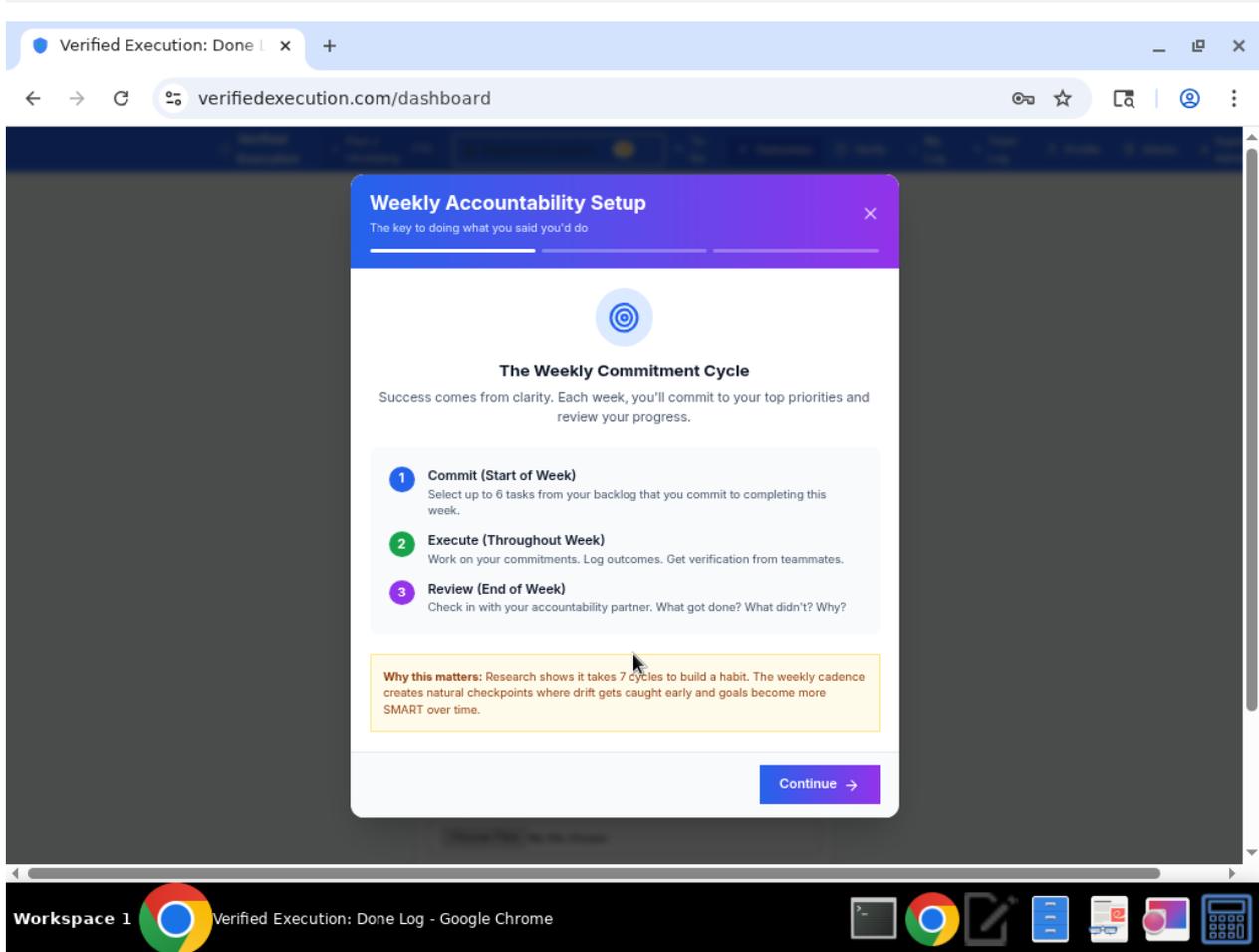
**By End of Week 1:** ✓ Tech team onboarded · ✓ Verification workflow running · ✓ First client-ready report generated · ✓ Proof that this changes everything

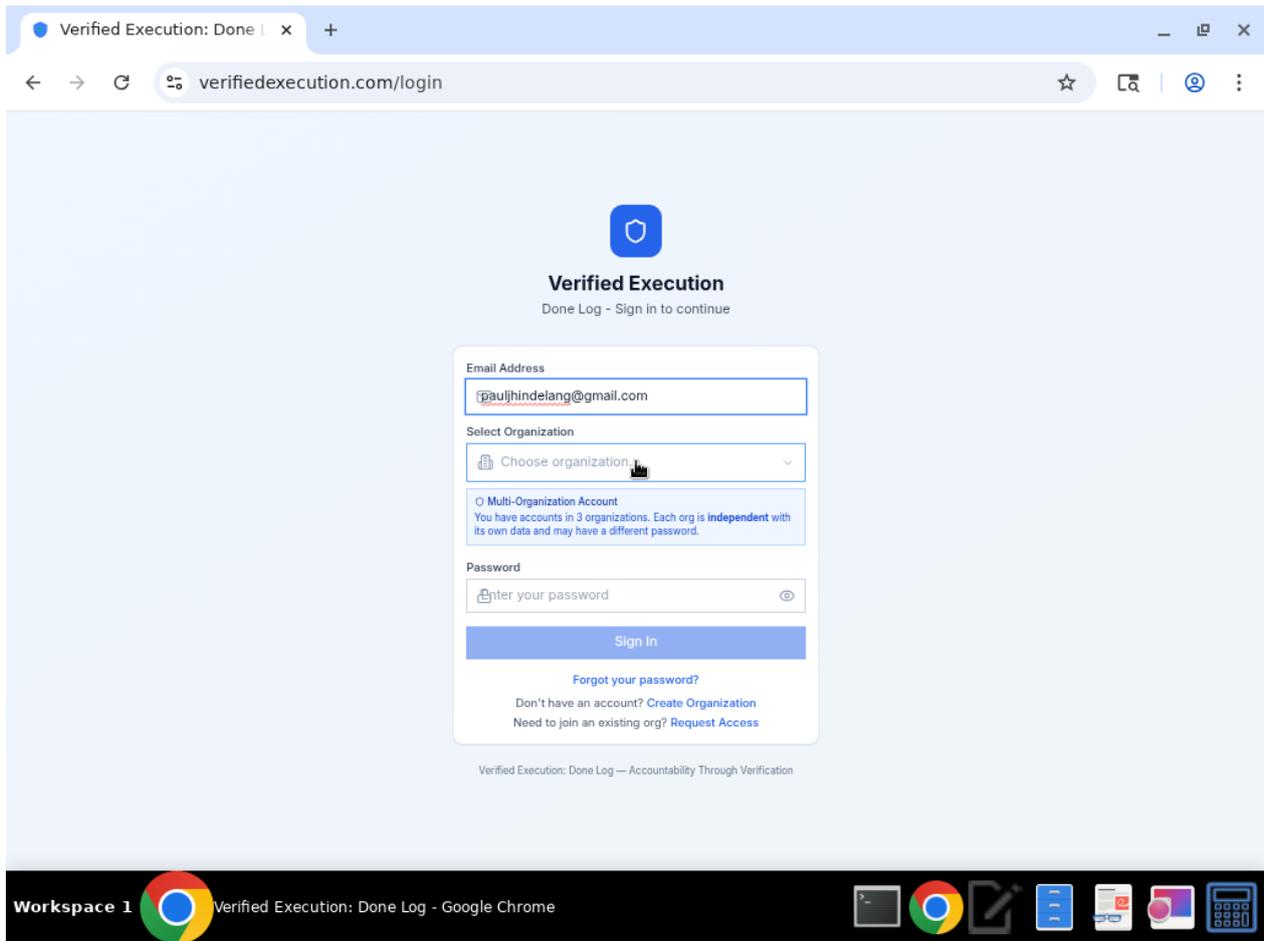
 **verifiedexecution.com**

 Contact through website ·  Book a 15-min demo: [calendly.com/verifiedexecution](https://calendly.com/verifiedexecution)

“Work isn’t done until someone else says it’s done.” © 2026 Verified Execution

## 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