CINCH BUSINESS OPERATIONS · SHIFTS, EFFORT & REPORTING

Understand the work. Support your people.

Bring employee availability, recorded effort and service activity into a clearer operational picture. Help MSP and CSP leaders plan coverage, review workload and coach with context.

Coverage
Live shift status and scheduling.

Effort
Time tied to customer work.

Workload
Capacity-aware planning.

EMPLOYEE PRODUCTIVITY & TEAM VISIBILITY

Turn visibility into better support for your team.

Use the work already recorded in Cinch to ask better questions: where does the team need coverage, where is effort going, and what would help people deliver more effectively?

Live shift status and scheduling

See scheduled shifts, check-ins, breaks and PTO in today's team picture.

Time tied to customer work

Ticket and task time connects recorded effort to the customers, projects and tasks behind it.

Activity trends for informed coaching

Review recorded Cinch activity by date and application area alongside delivery outcomes.

On-demand reporting

Run time, attendance and support reports when leaders need them.

Put the measures in context.

Attendance shows availability. Time entries show recorded hours. Application activity shows actions within Cinch; it does not measure focus, quality or total hours worked. Review these signals together when discussing performance.

ONE OPERATIONAL PICTURE

Coverage, effort and workload, together.

Help leaders plan coverage, review workload and coach with context, using the work your team already records in Cinch.

01

COVERAGE

See who is available.

Shift Status brings scheduled shifts, check-ins, breaks and PTO into today's team picture. Coordinate coverage with a clearer view of who is on the floor.

02

RECORDED EFFORT

Connect time to customer value.

Review logged time across people, customers, projects and tasks. Use ticket and task records to understand the effort behind service delivery and inform billing reviews.

03

WORKLOAD PLANNING

Plan before making the next commitment.

Use PSA capacity and workload views alongside team schedules to inform assignments and discuss where delivery needs more support.

04

COACHING CONTEXT

Start a more useful conversation.

For staff users with access, Time & Effort Breakdown shows recorded Cinch activity by date and application area, including actions such as ticket replies and status changes.

05

REPORTING

Review the work on demand.

Run time, attendance and support reports to review effort and service activity, and identify coaching and workflow opportunities.

06

BUSINESS RECORDS

Keep the back office connected.

Keep expenses, purchasing and vendor records in the same platform as the service work your team delivers.

CONNECTED TO YOUR STACK

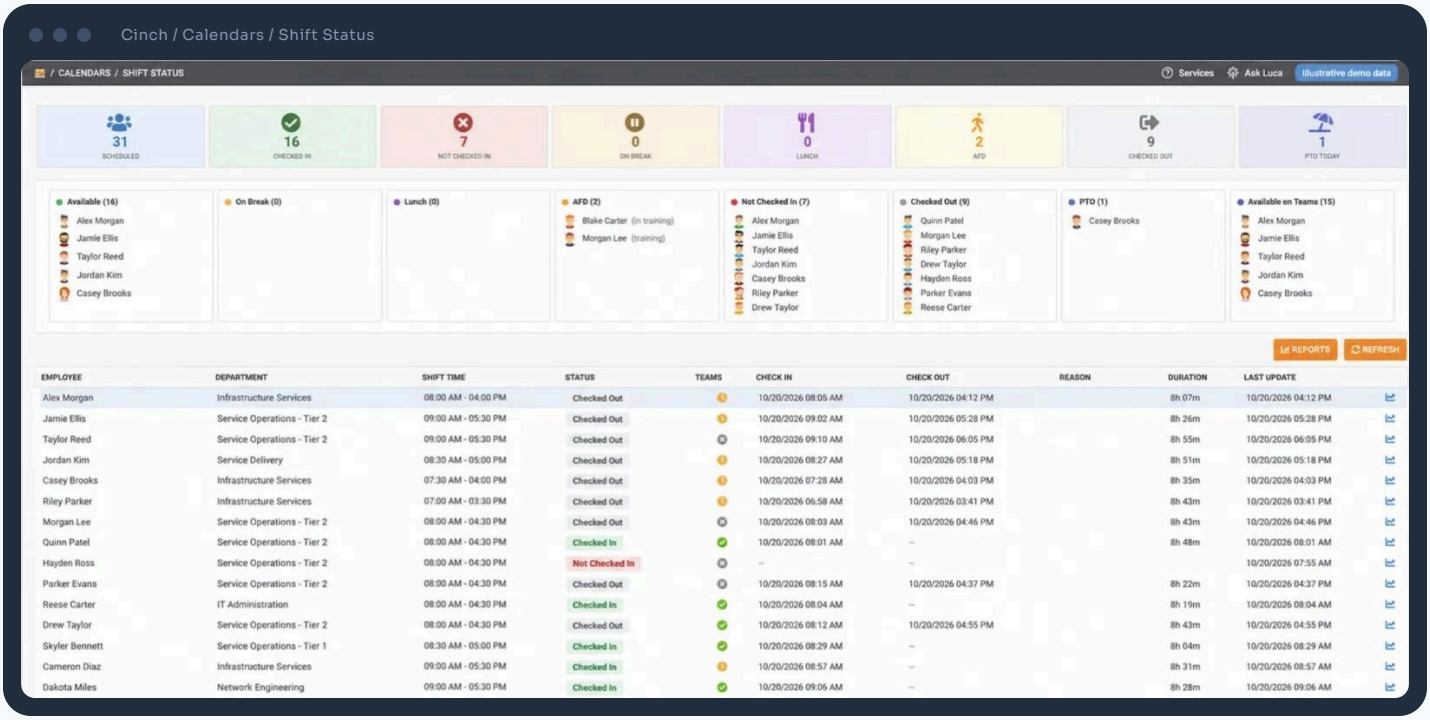
Your tools. Working together.

Microsoft | Veeam | VMware | N-able | XCP-ng | Zerto | Zoho | Salesforce

SHIFT STATUS & STAFFING

See who is on the floor, at a glance.

Scheduled, checked in, on break or out on PTO. Give service leaders today's team picture before they coordinate the next assignment.



Shift status & staffing · sanitized illustration with fictional demo data.

Connected to the rest of the service day.

WITH DESK

Handoffs with context.

Technicians use Shift Status alongside the Message Board to check availability before coordinating the next step on a ticket.

PATCH OPERATIONS

Schedules beside the work.

Bring engineering shifts, team schedules and patch windows into view, with scheduled maintenance connected to linked tickets.

WITH PSA

Capacity before commitment.

Compare planned allocations and managed-service load with staff capacity, including approved PTO, in the team heatmap.

BUILT BY AN MSP. DESIGNED FOR THE MSP.

Ask better questions. Support your team.

Use the work already recorded in Cinch to understand where your team needs coverage, time and support.

Three questions to start with

01 **Where does the team need coverage?**
Start with Shift Status and team schedules to see who is available today and where gaps may appear.

02 **Where is effort going?**
Review logged time across people, customers, projects and tasks to understand the effort behind service delivery.

03 **What would help people deliver?**
Review activity patterns alongside time entries and outcomes to identify coaching and workflow opportunities.

EVERY PLAN INCLUDES

- The full Cinch platform
- Luca and Cinch AI tokens
- Support included
- Customer end users free

Get to know Cinch

Who is Cinch built for?
Managed service providers and cloud service providers. Its connected customer, service and infrastructure workflows also support other IT service organizations.

Does application activity measure productivity?
Activity shows actions within Cinch. It does not measure focus, quality or total hours worked, so review it together with attendance, time entries and delivery outcomes.

Where can our team learn the platform?
Start with the Cinch user guides for module overviews and walkthroughs, including the team visibility and time & reporting guides.

ONE PLATFORM · SIX CONNECTED MODULES

Desk	CRM	PSA	Workbooks	Cloud	Business Operations
Service delivery & devices	Sales & account growth	Projects, time & capacity	IT documentation & assets	Provisioning & operations	Shifts, effort & reporting

Understand the work. Support your people.

See how Cinch brings shifts, effort and reporting into one operational picture.

Start Free →

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Free for up to 5 provider users · No credit card required · Customer end users are always free. Doylestown, Pennsylvania · AICPA SOC · Member, MSP Association of America.