BUILT BY AN MSP. DESIGNED FOR THE MSP.

One platform to run your IT service business.

Bring CRM, service desk, PSA, Workbooks and cloud operations together, with AI assistance built into everyday work. Built for MSPs and CSPs.

Monitor
Device health, uptime and alerts in one view.

Remediate
Ticket workflows and AI-assisted replies.

Provision
Create and manage virtual machines.

Protect
Patching, backup and recovery visibility.

YOUR WORLD. OUR ORIGIN.

Built by an MSP. Designed for the MSP.

Cinch grew out of Contour Data Solutions' own service-provider operations. The goal was simple: make it easier to manage customers and deliver services without adding complexity.

For managed service providers

Bring tickets, devices, project work and documentation into a connected customer view. Give technicians the context to act and leaders the visibility to plan.

For cloud service providers

Manage virtual infrastructure, view backup jobs and connect service activity to customer accounts, alongside your service desk.

Meet Luca

Ask Luca for IT help, draft customer emails and refine replies from tickets, contacts and projects. CRM AI also highlights deal risk and next best actions.

Access that fits your team

Sign in with passwords, Microsoft SSO or passkeys, with MFA and access controls based on account configuration.

Your tools. Working together.

Documented integrations span infrastructure, monitoring, backup, sales and service platforms, including Microsoft, Veeam, VMware, N-able, XCP-ng, Zerto, Zoho and Salesforce. Build on the platform with the Core REST API.

ONE CONNECTED PLATFORM

Everything has a place. Every team stays connected.

From the first sales conversation to the next support ticket, keep customer context close to the work.

01

CINCH DESK · SERVICE DELIVERY

Resolve with context. Deliver with confidence.

Ticket ownership and queues, Luca-assisted replies, relevant past resolutions, device and uptime visibility, handoffs, patch schedules and logged time.

02

CINCH CRM · SALES & GROWTH

Win the deal. Grow the relationship.

Pipeline priorities, risk signals and next best actions; Luca-assisted follow-up; quotes, approvals and contract conversion; customer teams and service coverage.

03

CINCH PSA · PROJECT DELIVERY

Deliver the work. Understand the effort.

Project plans, milestones and health indicators; task time with roles and billing rates; managed-service retainers; capacity planning and a team workload heatmap.

04

CINCH WORKBOOKS · IT DOCUMENTATION

Know the environment. Keep service moving.

Organization workbooks, asset records linked to monitored devices, shared passwords with audit history, and circuit, license, warranty and certificate tracking.

05

CINCH CLOUD · PROVISIONING & OPERATIONS

Provision with purpose. Operate with control.

Guided VM provisioning; VMware, XCP-ng and Virtuozzo operations; backup status and restore points; Zerto portal access and configured pfSense firewall management.

06

BUSINESS OPERATIONS · SHIFTS & REPORTING

Understand the work. Support your people.

Live shift status and scheduling, time tied to customer work, activity trends for coaching, capacity planning, on-demand reports, and expense and vendor records.

CONNECTED TO YOUR STACK

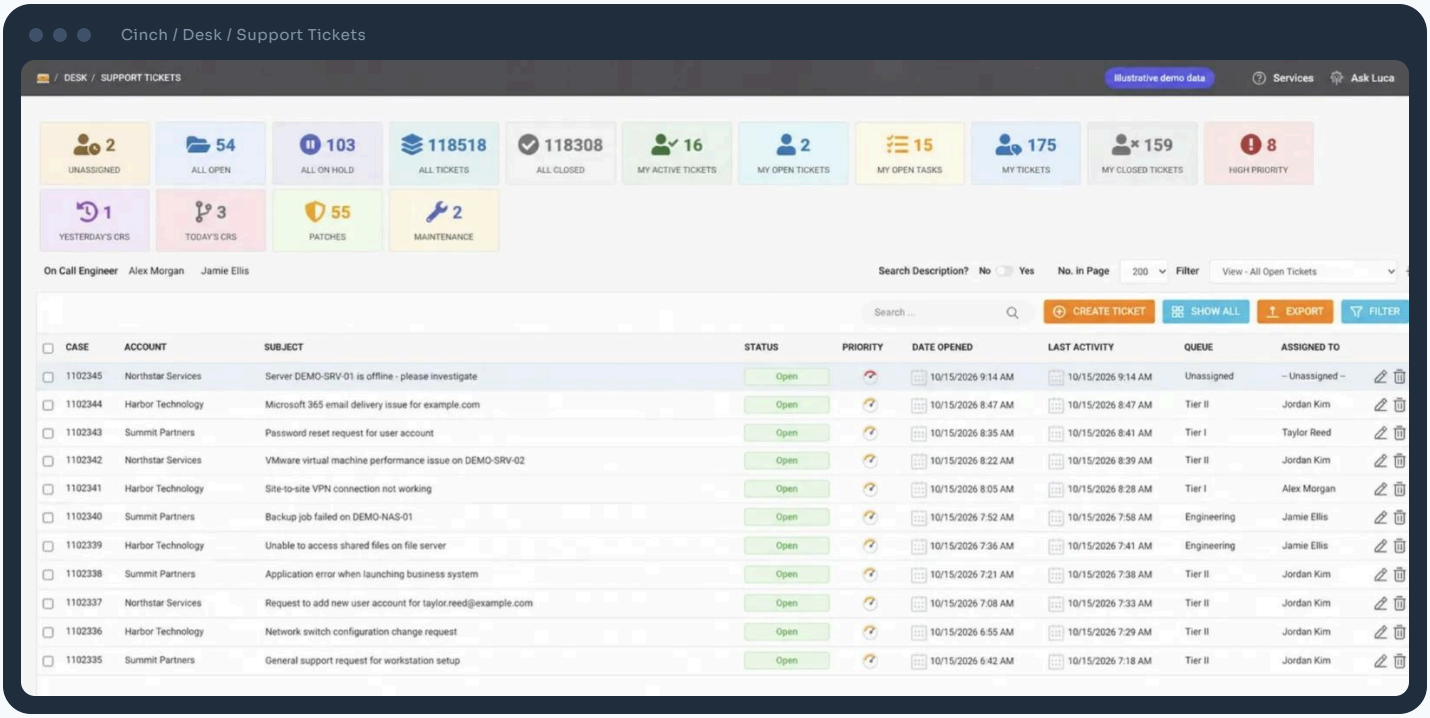
Your tools. Working together.

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

AI ENABLEMENT

Put AI to work. Keep deployment simple.

Give your team practical AI assistance inside the workflows they already use. Cinch brings the models, tools and service context together, powered by Cinch-provided AI tokens, so you spend less time on setup and more time delivering value.



Support ticket workspace · sanitized illustration with fictional demo data. AI token availability, allocation and usage depend on your plan and service configuration.

Practical AI, with people in control.

FROM INFORMATION TO ACTION

Summarize, draft and document.

Summarize service conversations, organize information, draft replies and develop documentation with AI assistance, then review the result before using it.

USEFUL CONTEXT

Better-informed follow-up.

Combine AI models with approved knowledge sources, public-web research and business-contact enrichment where enabled.

PEOPLE IN CONTROL

Human review where it matters.

Configure workflows around customer requirements, appropriate access and data minimization, with human review for customer-impacting actions.

LESS FRICTION. MORE FORWARD.

Make service delivery a Cinch.

Create your account and explore Cinch at your own pace. Start with the free plan, then choose the user capacity your team needs.

SIMPLE PLATFORM PRICING

Start free. Grow with Cinch.

The full platform, AI tokens and support included. Fees apply only to MSP/CSP provider users. Customer end users are free.

FREE	STARTER	GROWTH	BUSINESS	PROFESSIONAL
Free	**$83**/mo	**$165**/mo	**$249**/mo	**$332**/mo
Up to 5 provider users	Up to 10 provider users	Up to 25 provider users	Up to 50 provider users	Up to 100 provider users
No credit card required	$996 billed annually	$1,980 billed annually	$2,988 billed annually	$3,984 billed annually

EVERY PLAN INCLUDES

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

Paid prices shown are monthly equivalents billed annually. Cloud consumption is separate. Compare monthly billing, included features and services at cinchsoftware.io.

A few good questions

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

Does the subscription include cloud services?
The subscription covers the Cinch platform. Cloud infrastructure, virtual machines, backup and disaster recovery consumption are separate.

What can Luca AI help with?
Luca is an IT assistant and a tool for drafting and refining emails from tickets, contacts and projects. CRM AI also flags deal risk and next best actions.

Where can our team learn the platform?
Start with the Cinch user guides for module overviews and walkthroughs. Developers can explore the API reference.

Ready to see Cinch in action?

Start free, watch the demo or schedule a meeting with our team.

Start Free →

(484) 679-2324 support@cinchsoftware.io

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.