



#### Case study

# A Brisbane MSP found \$450,000 of AI project work

Clients kept asking about AI. An AI roadmap for each larger client turned the questions into scheduled projects.

#### Client

23 person MSP, Brisbane

#### Engagement

AI advisory and roadmapping

#### Result

\$450,000 identified

# \$450,000

of new project revenue  
identified and scheduled

## Client

23 person MSP, Brisbane

## Challenge

Clients asking about AI, with no capacity to answer them

## Solution

An AI roadmap and timeline for each of the MSP's larger clients

## Engagement

AI advisory and roadmapping, delivered with the MSP

## The situation

The MSP's clients had all heard about AI, and they wanted to know what it meant for them. They asked their MSP first, because they trust their MSP.

The MSP had no one free to answer. The team was busy keeping clients running, and nobody had the time or the AI experience to lead those conversations, let alone deliver the projects. Each unanswered question was an opening for a competitor or an AI consultancy to walk in.

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# What we did

We worked alongside the MSP with a number of its larger clients:



## 01

### Listen

We met each client's leaders to understand where time and money go in their business.

## 02

### Find the opportunities

We identified where AI would save time, cut cost or reduce risk for that client.

## 03

### Prioritise

We ranked each opportunity by value and effort, so the quick wins come first.

## 04

### Plan

Each client received an AI roadmap with a clear timeline.

## The result

**\$450k**

of project revenue identified and scheduled

**0**

AI hires needed by the MSP

**1**

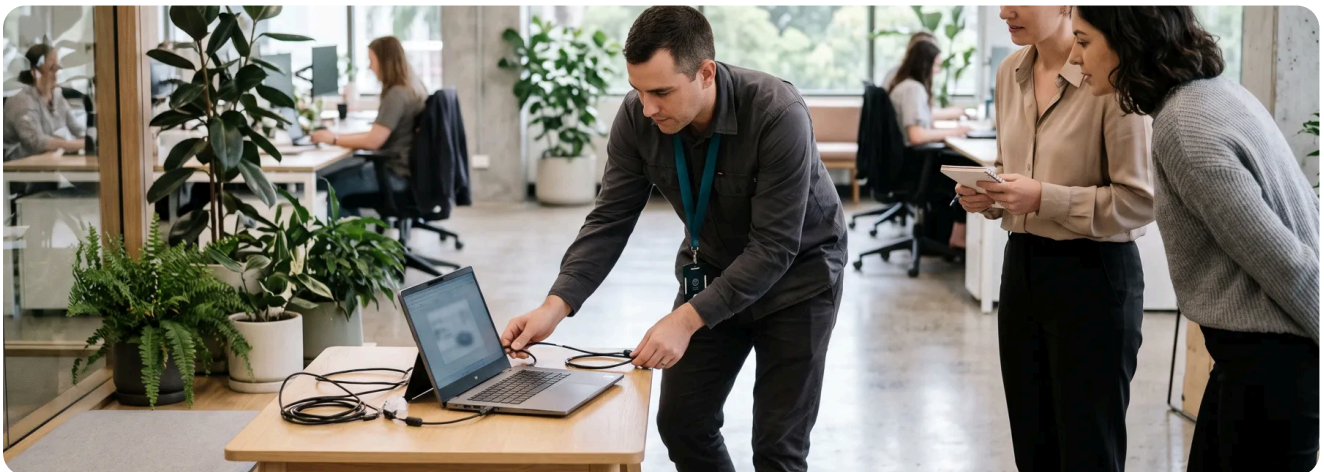
AI roadmap and timeline for each larger client

About \$450,000 of additional project revenue identified and scheduled. Cobotic and the MSP deliver the work together. The MSP keeps the client relationship and the revenue, without hiring an AI team of its own.

### Why it worked

Clients want AI advice from someone they already trust. The MSP had the trust but not the capacity. Cobotic supplied the capacity and kept the MSP at the centre of every conversation.

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# Clients asking you about AI?

Cobotic helps you answer, and turn the answer into projects.

[Get in touch](#)

[cobotic.com.au](https://cobotic.com.au)

Written and directed by a human. Polish and fluff added by Claude Opus 5.5.

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