

# Simplify Your Tech Stack with **BoldDesk**®



## Body

Kenny Vignali is the owner of [SPM Advisors](#), a managed security services provider (MSSP) offering risk management and mitigation, data privacy, and managed security services. SPM Advisors has been in business for more than 15 years, and they also offer services beyond cybersecurity—from cloud backup and recovery to Google Workspace hosting.

## Challenges

Kenny's in the business of making things easier for others, especially through completing security assessments for the prime target of cyberattacks—small businesses. In order to track the managed solutions that SPM crafts for its clients, Kenny wanted a ticketing system that offered solid functionality at a reasonable cost.

"A lot of MSSP providers are looking to simplify their tool stack," Kenny said. He and his team decided that they needed a better solution, so they took to the internet to see what other MSSPs were doing.

## Solution

Some reviews on the internet can come across as biased, but certain corners of the internet can offer a place for people to be more honest in their reviews.

"People are not ashamed to share their unbiased, unabashed opinions on Reddit, especially when it comes to different technology solutions," Kenny said.



Getting an unfiltered opinion is essential when choosing a service that impacts your entire business. Kenny wanted to stay away from the more well-known brands in the help desk world, and his online search brought SPM to BoldDesk®. BoldDesk offered a customizable solution that could be made as simple as needed for SPM Advisor's customer base. It also provided AI-powered summaries for the internal team to shorten ticket resolution timelines.

## Results

With BoldDesk, Kenny can use premium features like role-based access, AI summaries, and automated ticket responses at a cost that works for him. "Companies are usually kind of scared to try somebody they haven't heard a lot about," Kenny added, "but it's wise to consider the lesser-known guys out there like BoldDesk."

If you're looking for a partner in simplifying your ticketing workflow, check out [BoldDesk](#). [Request a demo](#) or start a free 15-day trial today!

## Pull Quote:

"Companies are looking at ways to consolidate their tech stack and eliminate a lot of their technical debt. Based on the price points and the feature sets compared to competitors, I strongly feel if you're a small or mid-size organization, I think it's worthwhile to give BoldDesk a try to see if it's a good fit." –Kenny Vignali

