

Repacorp eliminates 85% of tickets with Robin by Atera

 Manufacturing/Label Printing  Multi-site operation  4 IT staff  USA

20% → 80%

increase in IT proactivity

2+

hours saved per technician, daily

12hr → 0.1sec

time to first response

85%

of tickets resolved with Robin

Solutions

- Atera Essentials Suite
- Robin

Challenges

- Small IT team supporting 300 employees
- High volume of repetitive help desk tickets
- Hiring constraints in manufacturing
- IT support across multiple time zones
- Team burnout and negative perception

Benefits

- 24/7 AI support for every employee
- MTTR under 1 hour in most cases
- 80% of IT time shifted to proactive work
- Cost savings and ROI realized in first quarter

Repacorp is a label manufacturing and technology company specializing in label printing, RFID solutions, and data-driven product identification across multiple industries. With operations spanning three locations, IT plays a critical role in maintaining seamless production, fulfillment, and customer operations.

With a lean IT team, Repacorp faced growing pressure to maintain uptime, support employees, and scale operations efficiently. Hiring challenges in manufacturing further intensified the need for smarter, more automated IT processes.

“Once we introduced AI and users became comfortable with it, we started uncovering more inefficiencies, manual processes we didn’t even know existed,” said Hunter Patterson, CIO.

Repacorp turned to Atera’s all-in-one platform and patented autonomous AI agent, Robin (white-labeled as Rita), to modernize IT support and eliminate repetitive workloads. Starting with the help desk, the team automated high-volume, low-complexity tasks such as password resets, ERP access issues, VPN connectivity, and printer support.

The impact was immediate. Within the first week, automation around ERP patching and access issues eliminated hours of downtime and significantly improved employee productivity. Tickets that once blocked work for hours were resolved instantly or without IT intervention.

“At first there was fear. People wondered if their jobs were at risk. But once they saw Robin as a solution to help them, not replace them, adoption took off,” said Patterson.

Today, Repacorp operates a highly efficient, proactive IT model, with faster resolutions, improved user experience, and significantly reduced operational strain on the IT team.

“Help desk work is repetitive and leads to burnout. Robin removed that burden and let our team focus on meaningful work.”

Hunter Patterson, CIO