

CUSTOMER STORY

Darkhorse Tech

“Cognition360 is proving just as valuable in helping us navigate the COVID-19 crisis as it was when managing strong growth. I can see the numbers that I can trust and make the best decisions for our staff, our business, and our customers’ business.”

Reuben Kamp,
CEO and Founder, Darkhorse Tech



In good times and bad – Cognition360 helps Darkhorse Tech survive the COVID-19 crisis

The challenges of managing record growth first led Darkhorse Tech founder Reuben Kamp to Cognition 360 – but he’s finding that good data is a constant in both good times and bad.

In 2012 Kamp saw a void and an opportunity in the dental IT market. He left his job at a nationwide dental IT company to focus on a more intimate business model of his own, striving to create a more personalized one-on-one service model for his clients.

Headquartered in New York, Darkhorse grew quickly and in less than ten years was servicing more than 500 businesses in 46 states and had branched out to not only include dental offices, but legal, finance, food & beverage, and manufacturing as well.

Despite healthy growth – increasing at better than 100 percent for six straight years based solely on reputation – Kamp was far from relaxed.

“I had a nagging anxiety – a fear of the unknown,” Kamp recalls. “Am I missing something? Am I paying attention to the right things? Am I looking at the right numbers? Am I growing too fast? This led to a demo of Cognition360 using my own data. And that confirmed my fears. I wasn’t seeing the right numbers and I wasn’t seeing what I need to see to make the best decisions for my customers and my business.”

“In February of 2020 we had our best month ever. We were getting huge value from Cognition360. We had the right numbers. We could see exactly where the business was at and the right levers to pull to manage our expansion.

“But then COVID-19 struck and right now, the bullets are flying. This is the first adversity I’ve ever faced as a business owner. It’s been a slaughter for our dental industry customers. They need our help and support but can’t necessarily pay for it. We’re having to make lightning quick decisions about how to manage that.

“Cognition360 is proving just as valuable in helping us navigate this crisis as it was when managing strong growth. I can see the numbers that I can trust and make the best decisions for our staff, our business, and our customers’ business.

“I’m confident that both Darkhorse and the majority of our customers will come out the end of this crisis. It’s just about keeping calm and making the best decisions possible. The Cognition360 team has been fantastic in helping me do just that. This is the best experience I’ve ever had with a partner. They are there at the drop of a hat to help me– the most responsive, the most hands on, the fastest to add the features I want. I can’t thank the Cognition360 team enough for their support,” Reuben Kamp said.

FOR MORE INFORMATION

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