Thread Launches Automagically, the First AI Agent That Turns Every MSP Technician into an Automation Expert Overnight

For the first time, every technician can build, test, and run automations in plain language, with no code, consultants, or automation team.



Thread logo

NEW YORK, NY, UNITED STATES, September 30, 2026 / EINPresswire.com/ -- For two decades, how much an MSP could automate came down to one thing: how many engineers it could afford. Today, Thread removes that limit.

Thread, the AI service management platform built for MSPs, today announced Automagically, the industry's first self-building automation agent. Automagically doesn't just route service requests to a human. It understands each request, builds the automation to resolve it, and resolves it again every time it comes back. This happens in one of two ways, a technician describes what they need in plain language, and Automagically writes it, tests it, and runs it. Automagically can also watch for patterns in the requests coming in via Thread's intelligence layer and propose automations before anyone thinks to ask.

For years, MSPs have had two ways to automate. They could buy an expensive automation platform and hire a team to run it, or they could grind through tickets by hand forever. Automagically is the first answer that doesn't need a team. Every technician becomes an automation builder; every repeat request becomes a solved problem, the backlog surfaces itself, and every hour handed back goes to customers instead of tickets.

"Every MSP has the same backlog of things they know they should automate and never will, because the engineers who could do it are buried in repetitive work and escalations," said Mark Alayev, Thread's Founder and Chief of Magic. "We didn't build a better automation tool. We got rid of the need for one. With Automagically, the technician who sees the problem is the one who fixes it, permanently. That changes the economics of running an MSP, and we're proud to be first."

Automagically builds on the foundation Thread has spent years laying. Thread is already the

omni-channel platform that understands, prioritizes, and routes every service request across every channel. What's been missing, across the whole industry, is the last mile: the moment the request gets solved. Automagically closes that gap. It resolves the request, remembers what it did, and resolves faster the time it comes in. The ticket was built for the system not the customer, and no other platform goes beyond routing to resolve the request on its own.

Thread understands, prioritizes, and routes every request across chat, email, and phone calls, so each automation is built with full context: the customer, the environment, and the issue. Each new automation joins the MSP's own library, so the platform gets more capable with every request that moves through it.

No Engineers Were Harmed in the Making of Automagically

Every other automation option has the same fine print: engineers required. Flow builders need someone to build and babysit every flow. Template libraries break the moment a client asks for something off the menu. General AI models can draft a script, but someone still has to test it, approve it, and stand up the infrastructure to run it safely. That someone is an engineer most MSPs can't hire, can't afford, or can't pull off billable work.

Automagically is the first to take that requirement away. It is the automation platform and the team that runs it in one agent. No engineers were pulled off projects, kept up at 2am debugging a broken flow, or asked to "just write a quick script." They can finally get back to engineering.

Engineers stay in the loop by approving automations inside Thread Inbox, where they work alongside Thread's AI agents. Each MSP gets its own secure, isolated container, walled off from every other tenant. Nothing runs in a client environment until a human approves it. After that, every action is scoped, logged against its ticket, and reversible. Client data never trains a model.

One agent. One computer per MSP. Zero shared credentials.

Seasonal Offboarding Handled Automagically

WheelHouse IT put Automagically on its live service desk this summer. Within eight weeks, 15 percent of all ticket resolutions involved runbook automation. In that time, 25 technicians (not engineers) built more than 70 automations covering 90 percent of WheelHouse's Microsoft 365 workload.

The clearest example started with one technician-built automation for offboarding a departing employee. Later, a non-technical manager needed to offboard a large batch of seasonal workers at once, so they asked Automagically to make that automation handle more than one person. Within minutes, Automagically rebuilt it with a multi-select option, with no ticket to engineering and no code. The manager offboarded 24 seasonal employees in about 5 minutes. By hand, that

job takes a technician roughly 3 hours.

"What surprised me wasn't just the number of automations. It was watching people who've never written code now save collectively hours every week, allowing them to focus on clients instead of tickets." said Frank Vitetta, Director of Service Delivery at WheelHouse IT.

Availability

Automagically is live today with select Thread partners and requires Thread's AI Pro package. MSPs that want to be first can request access at getthread.com ahead of its public debut.

About Thread

Thread is the AI service management platform that lets MSPs run their business on conversations, not tickets. More than 800 MSPs around the world partner with Thread to unify every customer channel (chat, email, and phone) into one connected experience. Autonomous agents handle routine requests, and technicians step in when it counts. Thread has processed over 173 million customer requests, automatically resolved up to 25% of them without human involvement, returned more than 500,000 hours to technicians, and earned 97% positive sentiment from end customers. Thread deploys in 24 hours and is backed by dedicated teams in North and South America, the UK, and Australia. For more information, visit getthread.com.

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