

## *Press Release*

### **“The Age of the Customer” impacts managed services**

*[London, 6 May 2016]* The 2016 Managed Services and Hosting Summit to be held in London on 21 September will examine the rapid changes taking place currently in the industry and among IT customers. The way companies are buying IT is changing, creating threats and opportunities for existing MSPs and new market entrants alike, just as IT models themselves are undergoing fundamental change. The **Managed Services and Hosting Summit 2016**, now in its sixth year, will focus on how the market is changing and what it will take for MSPs to succeed in this brave new digital world.

A positive customer experience is critical to a company’s brand and, ultimately, its bottom line. With the proliferation of technology and devices, the customer has become smarter and more powerful. Customers now decide when and how they want to interact with brands and this has had a direct impact on the way companies sell to their customers. While macro trends such as social, mobile, cloud, big data and IoT are forging a new era of engagement, customers are ultimately becoming far more disruptive than the technology itself.

In the first keynote, “The Age of the Customer,” Tiffani Bova, Salesforce’s Global, Customer Growth and Innovation Evangelist (and former Gartner VP, Distinguished Analyst and Research Fellow) will address how companies of all sizes can create new business practices that leverage technology to strengthen customer relationships and accelerate sales and growth. Attendees will hear actionable takeaways on how to create a customer-centric business and long-lasting brand loyalty.

The **UK Managed Services & Hosting Summit 2016** is a management-level event designed to help channel organisations identify opportunities arising from the increasing demand for managed and hosted services and to develop and strengthen partnerships aimed at supporting sales. The event will take place at 155 Bishopsgate, London, on 21 September 2016. MSPs, resellers and integrators wishing to attend the convention and vendors, distributors or service providers interested in sponsorship opportunities can find further information at: [www.mshsummit.com](http://www.mshsummit.com)

#### **About IT Europa**

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