

Press Release

Managed Services & Hosting Summit to focus on creating value and winning sales strategies

[London, 8 August 2017] With services provision expected to outpace the rest of IT in at least the next two years, interest is continuing to rise in managed services. The Managed Services and Hosting Summit 2017, the UK's leading channel conference, will examine the changing role of channel as it transitions from hardware and software supply to full IT and Cloud service provider. This has implications for sales processes, how a new stack of technologies is built, supported and expanded and how businesses find and create value in the new model.

Now in its seventh year, this year's event has attracted record levels of industry support with twenty-seven sponsors already signed and is expected to attract hundreds of established managed services providers as well as potential MSPs evaluating markets and solutions.

With selling managed services and customer engagement a major priority for many, the event is pleased to announce Mark Paine, research director at Gartner as a keynote speaker on "What It Takes To Sell Digital Business Solutions".

It has also just been confirmed that David Reimanschneider, from M&A specialists Hampton, will present on the key area of how to build value in a business, whether for expansion or sale. And with GDPR implementation and compliance demands just months away, the event will also examine the implications for managed services providers with a presentation from leading expert Renzo Marchini, partner in legal firm Fieldfisher and author of *Cloud Computing: A Practical Introduction to the Legal Issues*.

Among the other speakers will be several managed services firms, talking about their experiences, there will be advice and ideas from others such as SolarWinds MSP Manager of Channel Development Nadia Karatsoreos on "Becoming best in class", Phil Sansom, MD EMEA at IT Glue on "A leaner, fitter, smarter MSP", and the "Exciting new opportunities for the MSP in an information rich environment" from Rufus Grig, CTO Maintel.

Other speakers are being added now, and the event promises to be a unique forum for discussion and debate, says event director John Garratt, editor of IT Europa. "With the channel in a state of flux and the latest Gartner report saying that services will be the top growth area for the industry for at least 2017 and 2018, the process of change is rapid; channels looking for answers won't find a better place to come and do their analysis of the market."

Registration is free-of-charge for qualifying delegates including director/senior management level representatives of Managed Service Providers, Systems Integrators, Solution VARs and ISVs. Leading industry names already signed as sponsors include: Datto, Highlight, Kaspersky, Mimecast, SolarWinds MSP, Autotask, Cisco Umbrella, ConnectWise, DataCore Software, ESET, ForcePoint, IT Glue, Kingston Technology, Nakivo, WatchGuard, 5NineSoftware, Altaro, APC by Schneider Electric, Beta Distribution, Continuum, Deltek, Egenera, iland, Intronis MSP Solutions, Kaseya, RapidFire Tools and Webroot.

The **Managed Services and Hosting Summit-UK 2017** will take place at 155 Bishopsgate, London, on 20 September 2017 and is organised by IT Europa and Angel Business Communications. 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

About IT Europa

IT Europa is the leading provider of strategic business intelligence, news and analysis on the European IT marketplace and the primary channels that serve it. In addition to its news services the company markets a range of database reports and organises European conferences and events for the IT and Telecoms sectors. For further details visit: www.iteuropa.com

About Angel Business Communications

Angel Business Communications is an industry leading B2B publisher and conference and exhibition organiser. ABC has developed skills in various market sectors - including Semiconductor Manufacturing, IT - Storage Networking, Data Centres and Solar manufacturing. With offices in both Watford and Coventry, it has the infrastructure to develop a leadership role in the markets it serves by providing a multi-faceted approach to the business of providing business with the information it needs. For further information visit: www.angelbc.com

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