

Press Release

Managed Service Providers facing challenge of digital transformation

- **Managed Services & Hosting Summit set to address key issues**

[London, 26 June 2017] With such a wide range of solutions, and engagement just a click or two away, the managed services industry faces a challenge in how it chooses which products and which other partners to work with. “In recent months we have seen many initiatives from distribution, vendors and managed services players themselves to help build a co-operative approach to solving customer business issues, but it is not easy,” says John Garratt, director of the Managed Services & Hosting Summit to be held in London on 20th September. The managed services market is in a very healthy state, but needs to evolve further to meet the challenges posed by rising customer demand for digital transformation, he says.

The scale of the challenge and the opportunities it creates will be the focus of the first keynote to be announced for the event: Mark Paine – Research Director at Gartner will present on “Do You Have What It Takes To Sell Digital Business Solutions?”

Most digital business solutions, especially IoT, comprise products and services from a number of sources. No one provider can do it all, he says. “So how do you choose the right partners and how do you shape your go-to-market strategy? This presentation will explain why a co-ordinated approach is so important in digital business and how to go about it,” he says.

The demand for IT provision as a managed service continues to rise. The pace of change of technological advance also continues to accelerate and with over two-thirds of enterprise customers planning to review and change their IT sourcing in the next two years, competition amongst Managed Service Providers (MSPs) looks set to be severe.

With more vendors now entering the sector this year’s Managed Services & Hosting Summit is attracting record levels of both delegates and sponsors. Leading industry names already signed as sponsors include: SolarWinds MSP, Highlight, Mimecast, Datto, Kaspersky, ConnectWise, Kingston Technology, Autotask ESET, DataCore Software, Cisco, WatchGuard, Continuum, Deltek, RapidFireTools, Altaro, APC by Schneider Electric and Kaseya.

For many in the audience, the interest will be in learning how other MSPs successfully built their sales and business models and the agenda will feature several presentations from MSPs

themselves on how they have grown their business and partnered to deliver new technologies or extend coverage and support.

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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