

## *Press Release*

### **Top managed services event attracts record pre-registrations**

*[London, 7 September 2016]* The Managed Services and Hosting Summit, the UK's leading channel event, has added new topics to an already strong line-up of speakers as it attracts record pre-registration of attendees. The latest numbers show over 330 confirmed registrations, with over 70% at CxO level. The event has also attracted record levels of industry support this year with 30 sponsors from across the sector, including many of the leading names in managed services. Under the theme of "The Digital Dividend – The Role of Managed Services in a Digital World", this year's event will examine the rapid changes taking place currently in the industry and among IT customers.

The new items on the agenda include presentations from the Open University on what the UK government is doing to support cybersecurity and training in the industry, plus the latest on the state of mergers and acquisitions in this fast-changing business, with guidance on hot sectors and company-selling timetables.

The strong speaker line-up will feature, Mark Paine of Gartner addressing the question "Where Next for MSPs?" Value Added Resellers and other suppliers who have transitioned their business to Managed Service Provision are only at the start of their journey, he says. This session will explore the reasons why customers will demand more from MSPs and give advice on how to transform to the new world.

In another 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.

Now in its sixth year, the **Managed Services and Hosting Summit 2016** 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.

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. This year's sponsors include: FalconStor, LOGICnow – now part of SolarWinds MSP, Schneider Electric, Autotask, Brocade, ConnectWise, Corero, ESET, Equinix, Ingram Micro, Kaseya, Aegis Data, Coservit, Datto, Deltek, Digital Realty, Exponential-e, InfraScale, Intronis/Barracuda, LogicMonitor, Mimecast, Radware, RapidFireTools, RingCentral, StorageCraft, Uniprint, Virtus, Volta, Webroot and WellData.

The **UK Managed Services & Hosting Summit 2016** is jointly staged by **IT Europa** and **Angel Business Communications** and 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**

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](http://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](http://www.angelbc.com)

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