

Press Release

Urgent channel changes needed for managed services

[London, 19 June 2015] Research from Gartner, Saugatuck and IT Europa has highlighted some fundamental shifts in the way information technology is being bought and consumed that has significant implications on the role of channels in providing products and services over the coming years. The **Managed Services & Hosting Summit 2015** will examine the changing face of managed services as the sector responds to such fast-evolving customer needs. It is clear that the nature of selling and salesmanship, particularly by the traditional channel, is changing and needs to change. As researcher Saugatuck Technology said just in May 2015: “while the traditional IT organisation profile (supporting on premise) is the most common today, by 2019 it shrinks from 41% to only 12%.”

Featured Gartner analyst Mark Paine will be delivering the morning keynote presentation at the **Managed Services and Hosting Summit 2015** on trends in buying behaviours for purchasing products and services from Gartner’s Tech Go-to Market: The B2B Customer Buying Cycle for Technology Products and Services report.¹ During his session Mark Paine will explain the results and implications of this buying shift and give guidance on how to approach the problem in terms of what to sell, who to sell it to and how.

Other content at the event includes sessions looking into Service Management and Support services which has been among the fastest growing segments of the managed services market as what the channel is providing has changed enormously in the face of customer demand. Access security and backup and retrieval is another critical area where the boom in enterprise mobile access has put organisations’ intellectual property at risk. We will review the reality of this market segment and address the different architectural models that companies deploy and what solutions fit particular businesses and vertical sectors.

At the heart of a successful managed services deployment must lay improvement in the customer experience, so sessions will look at the key to creating value, gaining competitive advantage and customer relationships with a view to expanding the range of offerings.

The **Managed Services and Hosting Summit 2015**, which is organised by IT Europa and Angel Business Communications, will take place at 155 Bishopsgate, London, on 17 September 2015. 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

¹ Gartner, Tech Go-to-Market: The B2B Customer Buying Cycle for Technology Products and Services, June 2013, refreshed November 2014

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 MEMS 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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