

Managed Service Providers (MSPs) seeking European expansion

[London, 21 May 2018] Interest is high in creating managed services business across country borders and in reaching adjacent markets. As the pace of acquisitions steps up in the sector, there are increasing moves to look at managed services in other European countries and to find partners who can co-operate to meet demand from multinational clients or as targets for acquisition.

Managed services' success depends on both scale and maintaining on-going customer relationships, an aspect of the IT business which some traditional resellers find hard to accommodate. The European Managed Services and Hosting Summit 2018, which takes place in Amsterdam on 29 May, will provide a forum for discussing some of these issues around customer engagement and as a meeting place for MSPs across Europe.

The agenda for the day reveals a wide-ranging set of topics, with keynotes from Gartner on how MSPs increasingly need to differentiate to succeed, from legal experts Sorainen on the impact of a rising tide of compliance above and beyond GDPR, and from Technology M&A experts Hampton Partners' experts on how to succeed in the merger and acquisition market. (For details of the full agenda visit: <http://www.mshsummit.com/amsterdam/agenda.php>)

John Garratt, content director for the event and Editor of pan-European publication IT Europa says that there has been an upsurge of interest from all parts of Europe, but especially among the local MSPs. "While the Benelux region has been winning a lot of data centre business in recent years and become a core region for European organisations, it is clear that many of those attending this year will have their sights set on forming some sort of profitable relationship with other partners. We have speakers from a number of local Dutch MSPs, as well as from pan-European companies, who we think will be able to inject that all-important note of realism and help us discuss the actual markets for managed services. We look forward to learning a lot about their experiences, issues and challenges."

The event provides a chance to hear from and put questions to the most innovative vendors currently driving growth in Managed Services via the channel including: Avast Business, Cogeco Peer 1, ConnectWise, Datto, Fujitsu, WatchGuard, Altaro, CA Technologies, Duo Security, Identity Maestro, Kaspersky Lab, Park Place Technologies, RapidFire Tools, TOPdesk, Walhalla, Continuum, EG Innovations, Kaseya, LeaseWeb, LIREX, Login VSI and SolarWinds MSP.

Now in its second year, this event will be the key focus for the industry in Europe and set the scene for the UK Managed Services and Hosting Summit 2018 which takes place in London in September.

The European Managed Services & Hosting Summit 2018 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.

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/amsterdam

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

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Press Release

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