



# Managed Services Workshop

Join noted Managed Services guru **Paul Dippell** of Service Leadership, Inc. for a unique full-day workshop on building, selling and running a Managed Services business model. Targeted at both solution providers that are thinking of transitioning to Managed Services as well as solution providers with a few years under their belt, this intensive workshop provides the step-by-step roadmap to implementing Managed Services. The target audience for this workshop are C-level executives as well as the executives in charge of Sales and Services operations.

## “Charting the Course to a Successful Managed Services Practice”

Managed Services Workshop Agenda (Topics may vary)

### Topics

- What are Managed Services? What's the Profit Model?
- Understanding the Business Case
- Roadmap to Managed Services from Your Current Model
- Defining Your Customer & Services
- Planning for Financial Requirements
- Planning “People” Changes
- Build Operational Capability, Part I – *Tools and Processes; New and Legacy Customers; Account Management and Quarterly Business Reviews*
- Build Operational Capability, Part II – *Managing by the Numbers*
- Build Sales Capability
- Go to Market, Measure and Adjust

*“The presentations by Paul Dippell were exceedingly valuable. It brings a new perspective to how to manage and grow our business.”*  
*Paul Woroshow, Expert Systems Resources Inc.*

*“Paul Dippell brought clarity to the challenging issues surrounding Managed Services.”*  
*René Sloos, CompuConsult.com Inc.*

### Cost (Payable by Credit Card Only)

- CDN\$250 for non-Seismic customers — CDN\$150 credit will be issued if solution provider purchases Seismic Remote Monitoring software within 10 days from the event date.
- No charge for current Ingram Micro Seismic and Level Platforms customers (maximum 1 representative) but must be a member of MSP Partners (To become a MSP Partner, please register at [www.msppartners.com](http://www.msppartners.com) - \$49 UDS)
- Each event is limited to the first 50 solution providers that sign up on a first come first serve basis.
- **To register, please email [services@ingrammicro.ca](mailto:services@ingrammicro.ca)**

### Event Date, Time and Location:

1. June 20th, 2007 - 9:00 am to 5:30 pm @ **Ingram Micro Office, Mississauga, Ontario**
2. July 17th, 2007 - 9:00 am to 5:30 pm @ **Coast Plaza Hotel, Calgary, Alberta**
3. July 19th, 2007 - 9:00 am to 5:30 pm @ **River Rock Hotel, Vancouver, B.C.**

### Contact Information:

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