

8:00AM 9:00AM 10:00AM 11:00AM 12:00PM 1:00PM 2:00PM 3:00PM 4:00PM 5:00PM 6:00PM 7:00PM 8:00PM

MONDAY OCT. 16

GENERAL

REGISTRATION 10:00AM - 4:00PM				EXHIBITS	The Future Requires Unlearning 4:00PM - 5:15PM	WELCOME RECEPTION 5:15PM - 7:00PM
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TUESDAY OCT. 17

GENERAL

BREAKFAST 8:00AM - 9:00AM EXHIBITS	BitTitan Today, BitTitan Tomorrow 9:00AM - 10:15AM	BREAKFAST EXHIBITS	The State (and Fate) of the IT Services Industry 10:45AM - Noon	LUNCH Noon - 1:00PM EXHIBITS	BREAKFAST EXHIBITS	HAPPY HOUR 4:30PM - 5:30PM EXHIBITS	ATTENDEE PARTY Shuttle: 6:30PM - 7:00PM Party: 7:00PM - 11:00PM
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BUSINESS

Building a Scalable Business 1:00PM - 1:50PM	Profitability Through People: Utilization and Teamwork 2:00PM - 2:50PM	The Road to Automation Begins with Standardization 3:30PM - 4:20PM
Documentation is Dead! Create Automated Runbooks 1:00PM - 1:50PM	Understanding and Optimizing Your Delivery Structure 2:00PM - 2:50PM	Automate Your World. Add 1-Click Automated... 3:30PM - 4:20PM

TECHNICAL

 **SPONSOR EXHIBITS & BITTITAN LAB OPEN**

WEDNESDAY OCT. 18

GENERAL

BREAKFAST 8:00AM - 9:00AM EXHIBITS	The Opportunity for the Modern MSP 9:00AM - 10:15AM	LUNCH 11:15AM - Noon EXHIBITS	The Future of Cloud Noon - 1:30PM
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BUSINESS

Mergers & Acquisitions in the Age of the Modern MSP
10:25AM - 11:15AM

TECHNICAL

MSPCComplete: Everything Better Together
10:25AM - 11:15AM

8:00AM 9:00AM 10:00AM 11:00AM 12:00PM 1:00PM 2:00PM 3:00PM 4:00PM 5:00PM 6:00PM 7:00PM 8:00PM



ELEVATE

The #ModernMSP Conference

October 16-18, 2017

AGENDA

GENERAL SESSIONS

The Future Requires Unlearning

Monday October 16, 4:00PM - 5:15PM

Today, we live in a world where "constant change is the only constant." Jack Uldrich—hailed by BusinessWeek as "America's Chief Unlearning Officer"—explains why unlearning is a critical skill for your organization in this fascinating, informative, and interactive presentation, following open remarks from Geeman Yip, CEO of BitTitan.

BitTitan Today, BitTitan Tomorrow

Tuesday October 17, 9:00AM - 10:15AM

In working with IT professionals for a decade, we've observed that partners need more than their current toolbox can offer. We've seen how providers have been solving new problems with old solutions; now, it's time to go back to the future—with MSPComplete. We'll blow your mind a mile higher when we show you all the newest features, including powerful automation, in this product announcement session.

The State (and Fate) of the IT Services Industry

Tuesday October 17, 10:45AM - Noon

Aaron Sherrill, Senior Analyst at 451 Research, will give us all a better understanding of the current state and trajectory of the IT services industry. Hear what MSPs are saying but failing to do—including some hard truths. In a constantly changing industry, how do we get ahead and stay ahead of competition? What's needed in strategy, service delivery, and our relationships—internally and externally—to be a true Modern MSP?

The Opportunity for the Modern MSP

Wednesday October 18, 9:00AM - 10:15AM

Dana Willmer, Founder and Principal at CloudSpeed, dives into his proprietary research on early Office 365 winners to help us learn, unlearn, and stay ahead in the changing industry. Then, Melissa Muholland, Cloud Profitability Lead at Microsoft, will navigate us through immediate opportunities for Microsoft partners. Finally, Jeff Tench, CEO of New Signature, shares how his organization has and continues to succeed in the channel.

The Future of Cloud

Wednesday October 18, Noon - 1:30PM

IT services leaders gather to discuss the road to automation and how the Modern MSP will succeed tomorrow. Touching on themes from throughout the conference, you'll hear from experts on what it takes to transform your business in the evolving cloud landscape. Then, BitTitan CEO, Geeman Yip, joins some of our expert guests to discuss the future of cloud and the impact on IT services. We'll close the conference celebrating ten years of BitTitan and working together as we enter the next evolution of the cloud era.

BUSINESS TRACK

Building a Scalable Business

Tuesday October 17, 1:00PM - 1:50PM

Growing your business involves significant risks—whether it's new services, markets, or verticals, the investment in process needed to scale without slowing down your business can be daunting. Together, we'll explore considerations for scaling your services and teams, showing you how to do more with less. Learn to leverage automation to reduce manual work, increase profitability, and lower the barrier of entry for new services, markets, or verticals.

Profitability Through People: Utilization and Teamwork

Tuesday October 17, 2:00PM - 2:50PM

A massive roadblock to profitability that our industry faces is a lack of understanding efficiencies and inefficiencies of service delivery. Automation doesn't always guarantee maximum profitability, or the best customer experience; it's critical to understand, empower, and better utilize your workforce. Learn how to capture and use the right data to improve utilization, collaboration, and productivity, driving greater service profitability through your people.

The Road to Automation Begins with Standardization

Tuesday October 17, 3:30PM - 4:20PM

Most IT service providers don't understand the true costs of their services or where to begin to make impactful improvements to profitability. Automation may be the end game, but delivering the most profitable services begins with standardization. Senior Resultant and channel veteran Howard M. Cohen will help you learn how to achieve consistent delivery with best practices, get the insights you need to understand true costs, and find opportunities to boost profitability.

Mergers & Acquisitions in the Age of the Modern MSP

Wednesday October 18, 10:25AM - 11:15AM

Put a twinkle in the eye of prospective investors or acquirers. Learn what makes for a stronger valuation in the ever-changing IT services industry, and which short and long-term strategies can help boost the value of your business. Hear from Chris Hertz, founder and former President of New Signature, about how he boosted the company's valuation for a successful exit in 2015. Chris is joined by Steve Hamerslag and Myksel Sprinkles of TVC Capital.

TECHNICAL TRACK

Documentation is Dead!

Create Automated Runbooks

Tuesday October 17, 1:00PM - 1:50PM

Static documentation can't promise mistake-free service delivery or up-to-date processes. Learn how to bring your best practices to life, creating your own custom Runbooks in MSPComplete. You'll learn how to operationalize your standard delivery methods within MSPComplete, whether you start with out-of-the-box Runbooks or create them yourself from your existing documentation. Define your processes, expected task duration, and owners in order to get a comprehensive picture of your service delivery efficiency and costs all the way down to the task level.

Understanding and Optimizing Your Delivery Structure

Tuesday October 17, 2:00PM - 2:50PM

Dive into the MSPComplete features that will help you improve the work and engagement of every member of your delivery team. Learn how to use estimations and reporting to match employee skill sets to the right kinds of work, improve performance by scaling valuable knowledge through your delivery organization, and identify the opportunities to increase service profit margins through team and task optimization.

Automate Your World: Add 1-Click Automation Tasks to Runbooks

Tuesday October 17, 3:30PM - 4:20PM

See firsthand how simple it is to integrate custom automation into your service delivery in MSPComplete. Leverage out-of-the-box automated tasks or transform your own custom scripts into tasks delivered with one click. We'll show you how introducing automation in existing Runbooks will help you reduce repetitive tasks, eliminate errors from manual work, shorten project delivery times, and let your engineers scale their unique knowledge across the organization.

MSPComplete: Everything Better Together

Wednesday October 18, 10:25AM - 11:15AM

Follow three examples of modern-day delivery teams using MSPComplete to perform a mailbox migration, a VM migration, and recurring IT managed services. See how they increase customer satisfaction, decrease delivery times, engage engineers in appropriately challenging work, and enable faster growth in new markets through the use of automated Runbooks, Teams, and automated Tasks in MSPComplete.