



Plugged in and Powered Up: Driving IT Innovation Together

Manny Ravelo
CEO, ConnectWise



CONNECTWISE®



Thank you

327

Dealers using
ConnectWise to run
their MSP

95

Dealers in the
ConnectWise Partner
Program top-tier level

10

Dealer Advisory Council
Members representing
1.5B in total AR

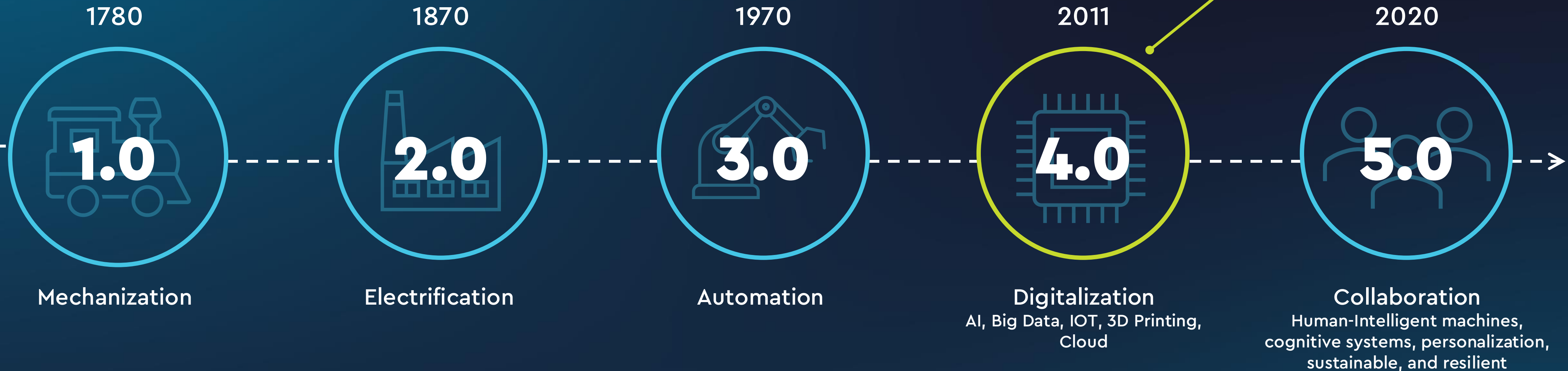


Thank you





Industry 1.0 to 5.0



Challenges

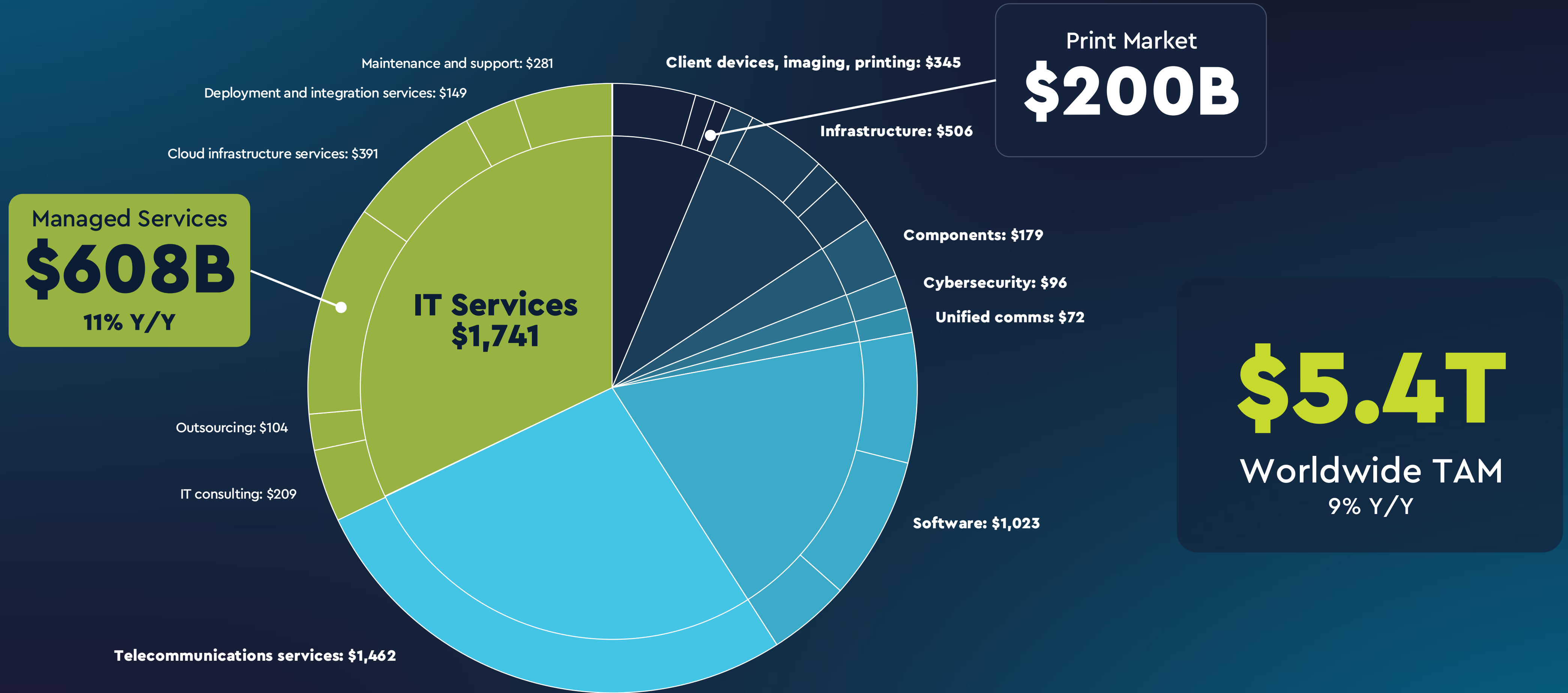
Legacy print is declining, people are consuming data **digitally for preference/speed**, real-time intellectual currency and from modern devices; digitization of communications is far cheaper; **skillset is lagging**

Opportunity

Diversification, expand solutions and service offerings; deploy **automation and AI** to gain efficiencies, improve productivity, increase **profitability and bridge the talent gap**; enlist a **trusted technology partner**



2024 Total addressable IT market



*Source: Canalys forecasts, October 2024.



Total addressable IT market

\$5.4T

Worldwide TAM
9% Y/Y

44%

TAM = SMBs

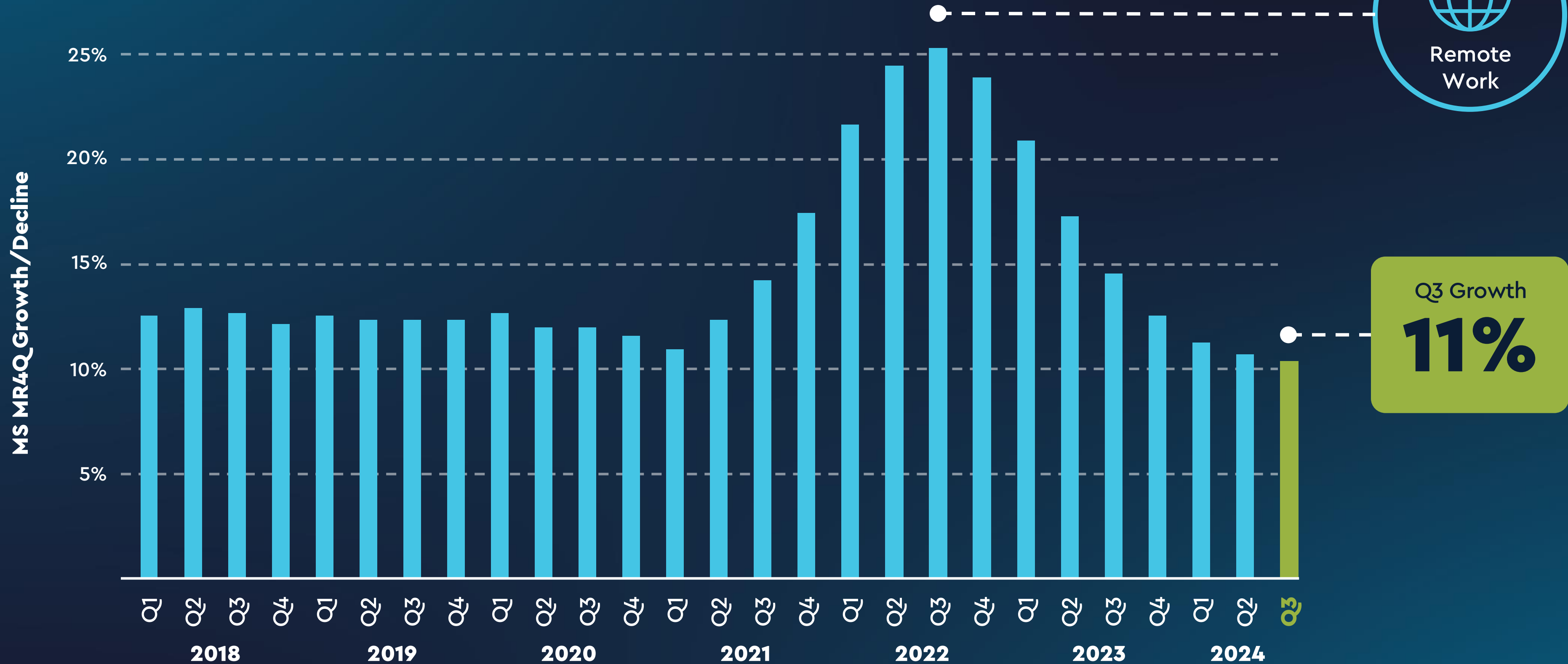
73%

via the channel



Organic managed service revenue growth

Non-PE backed MSPs





**Do dealers make
money in IT?**



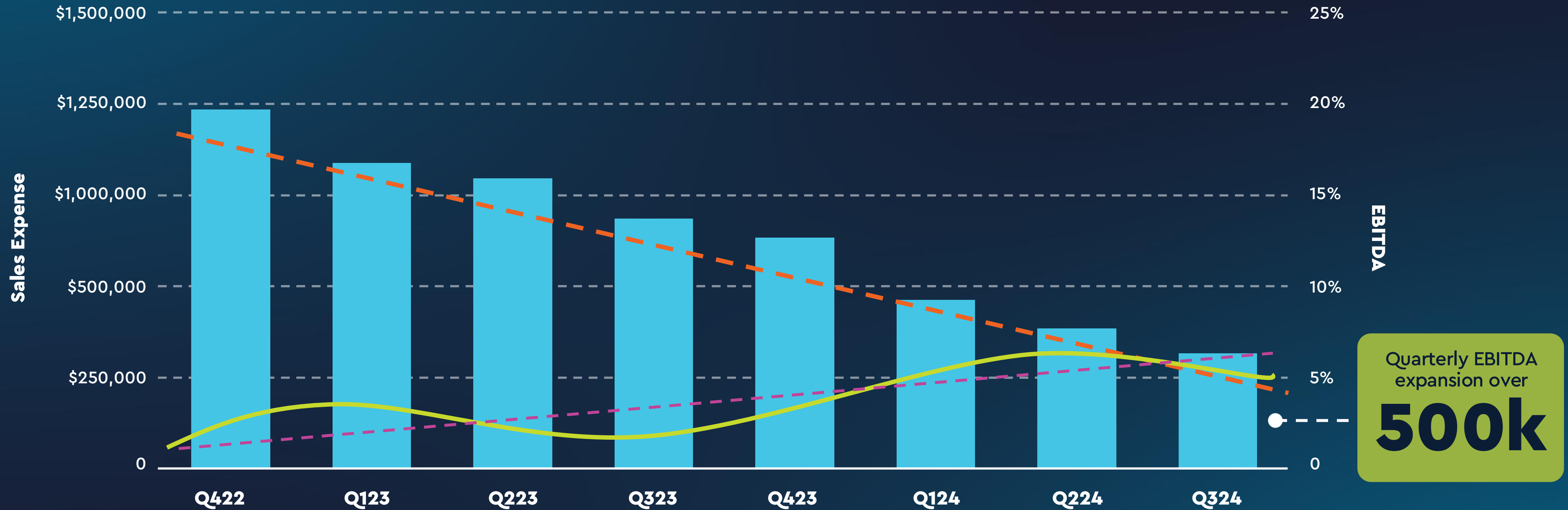
Yes! Dealers can make money in IT

Dealer	IT Revenue Growth	EBITDA (BIC = 17.2%)	SG&A as % of GM (BIC = 58.9%)
1	7.4%	5.1%	85.9%
2	-3%	5.8%	81.7%
3	6.8%	14.5%	67%
4	16.1%	7.6%	95.6%



Dealer Example

BIC EBITDA 17%





To empower IT solution providers
with unmatched software, services,
and community to achieve their
most ambitious vision of success.

Top managed service challenges

(3000+ poll)

1. Improving **OPERATIONAL EFFICIENCY**
2. Finding, hiring and retaining **TALENT**
3. Capturing **NEW SALES/BUSINESS** opportunities
4. Protecting against **CYBER ATTACKS**
5. Getting the right **TECH STACK**
6. Building a **CYBERSECURITY PRACTICE**
7. Establishing **PRICING & PACKAGING** strategy
8. Guidance on **M&A ACTIVITY**



Unlock profit & growth

Delivering an MSP platform & best practices via community

Asio Platform

Service Cost of Goods

Efficiency and effectiveness increase through the Asio platform.



Tools

Hard COGs 20%



Labor

FTE COGs 80%



Revenue Streams

Cybersecurity, data protection, expert services and 3rd party ecosystem.



Best Practices

Investment in MSP growth through thought leadership, peer groups, and training



Industry platforms

Embracing the platform model for efficiency and partner success



Microsoft

est. 1975 | \$245B

platform = \$1.5T



Salesforce

est. 1999 | \$35B

platform = \$209B



Platform multiplier by service category

Partners who sell platforms can **make \$5-6 for every \$1 of the platform** they sell

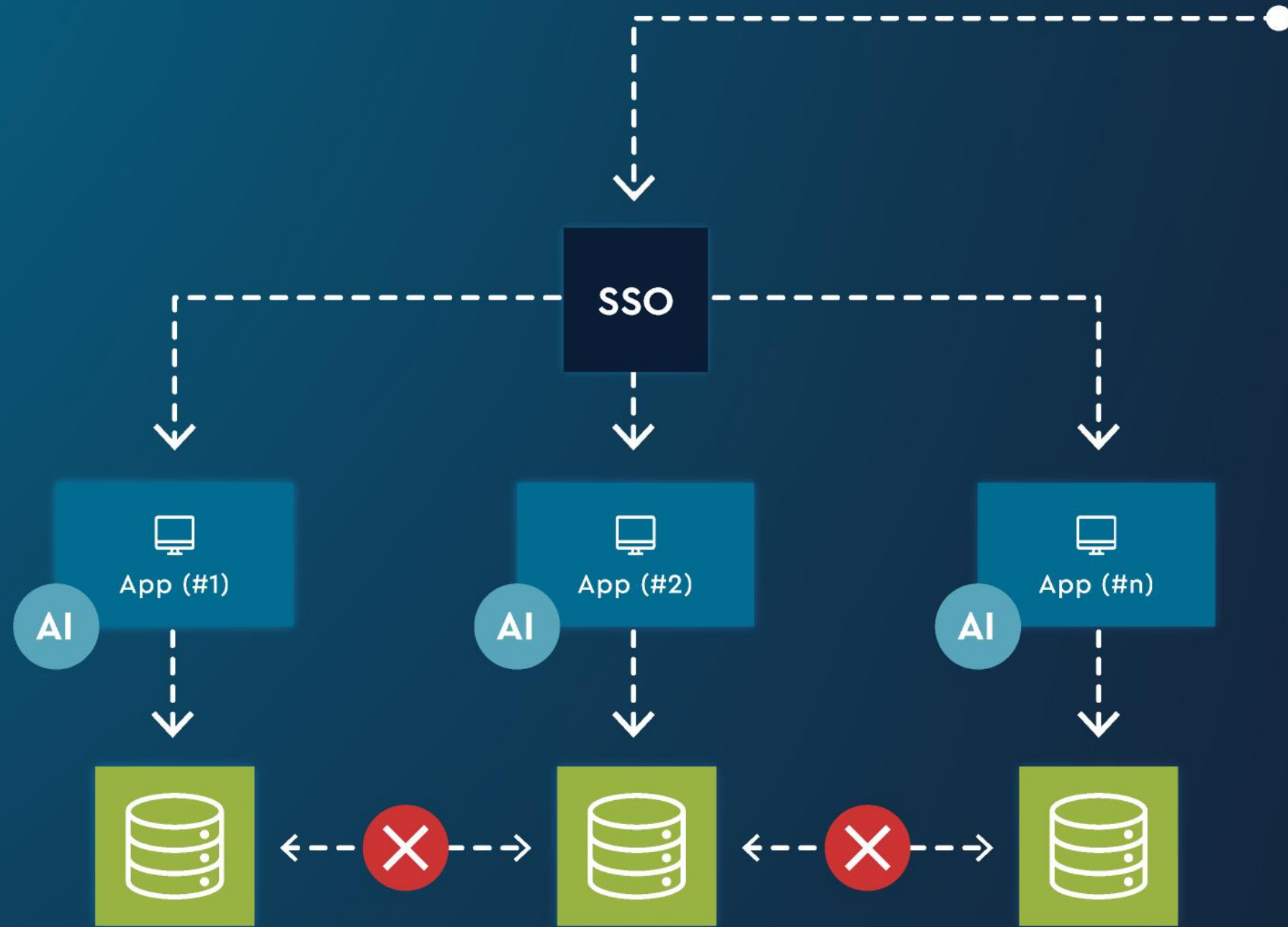


**Note: \$ is US dollar
Source: Canals partner ecosystem study interviews, October 2022*

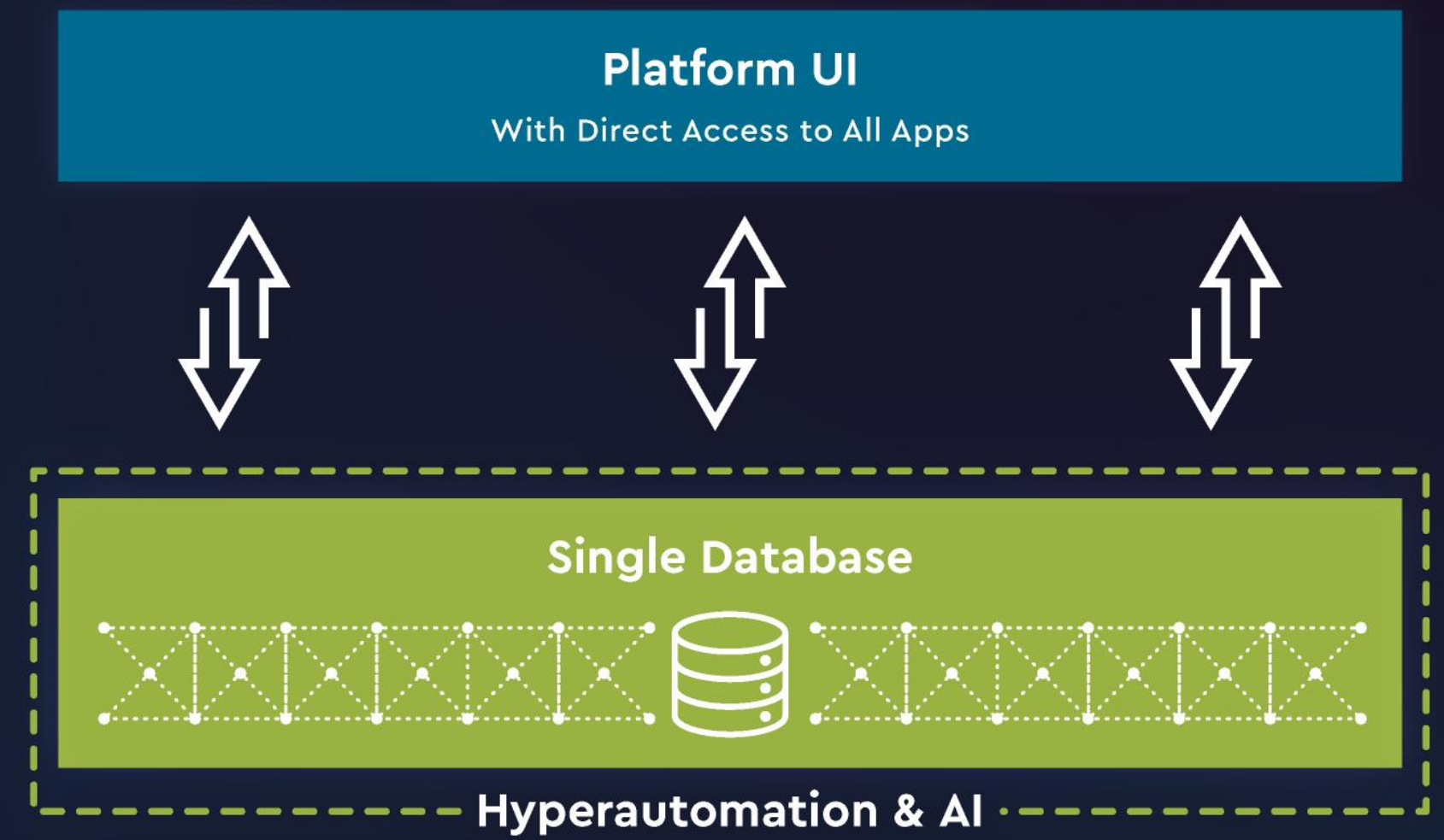
THE DIFFERENCE



Point Solutions



True Platform

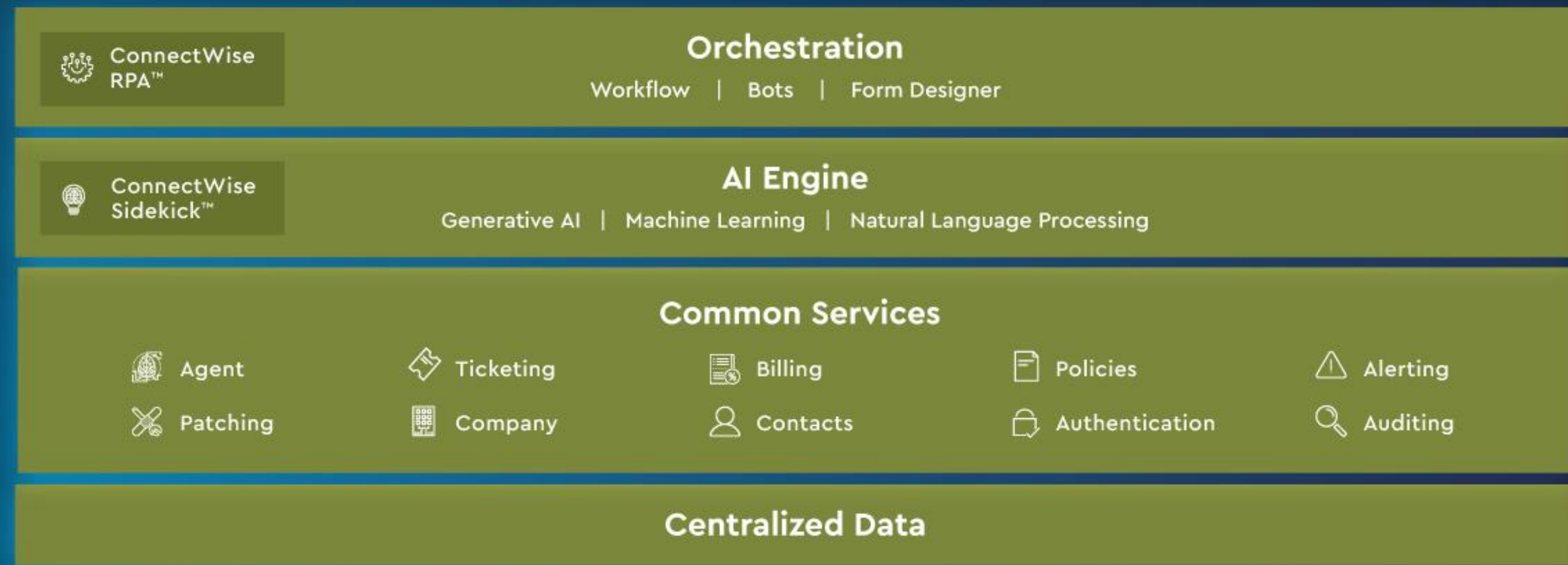


ASIO PLATFORM

Modern,
scalable,
secure.



Platform-as-a-Service (PaaS)



Expert Services

- NOC
- SOC
- Help Desk

APIs

- Extensibility
- Open Ecosystem
- Marketplace



Infrastructure

Multi-Tenant | Modern Cloud Architecture | Purpose-Built



“

With AI [Sidekick], we are achieving 80% accuracy and, as they are customizing their categorization by type, subtype and item, they aim to achieve 95%-96% accuracy as a baseline to enhance reliability for users.

Jan Roest

Applications Manager, Venéco

”

“

“We are embracing AI to enhance many of our business processes. Our goal is to achieve 50% automation to maintain profitability and a healthy gross margin. Currently, 20% of our ticket time is already automated.

André Lajoie

Co-founder, ited

”



PSA & RMM

Joined together. Personalized experience.

PSA

Tickets / #52339
Ticket #52339 - Device Down Monitor - Server machines offline for 30 min at HQ

People: Affected User | Status: New | Priority: Priority 1 - Critical | Due Date: MM/DD/YY | SLA Status: Impa

Responses | Customer Updated

ASIO WORKFLOW [Internal] 11/1/2024 7:33 PM

Based on the ticket notes, it appears that the server machine CCBRD501 is offline and unable to send heartbeat information. The issue could be due to the device reporting down or network connectivity issues. To resolve this problem, follow these steps:

1. Verify the physical connectivity:
 - Check if the network cables are properly connected to the server machine. - Ensure that the network switch port connected to CCBRD501 is functioning correctly.
- 2.
3. Check the server's power status:
 - Physically inspect the server to ensure it is powered on. - If the server is powered off, turn it on and monitor if it comes online.
- 4.
5. Troubleshoot network connectivity:
 - Ping the IP address of CCBRD501 from another device on the network to check if it responds. - If there is no response, check the network configuration on the server and ensure it has a valid IP address, subnet mask, and default gateway. - Verify that there are no firewall rules blocking communication to and from the server.
- 6.
7. Review server logs:
 - Access the server's event logs to identify any error messages or warnings related to network connectivity or system issues. - Look for any recent changes or updates that might have caused the server to go offline.
- 8.
9. Restart the server:
 - If all of the above steps do not resolve the issue, try restarting the server. - Monitor if the server comes online and starts sending heartbeat information.
- 10.
11. Escalate the issue.

Quick Access

Details | Audit Trail

Attachments (0)

Ticket Overview

Summary: Device Down Monitor - Server machines offline for 30 min at HQ

Assignee: Unassigned

Agreement

Budget

Hours

Configurations

Name	Launch
CCBRD501	N/A

RMM

Devices

Device Details	Status	OS	Location	Tickets	OS Patching	App Patching	Source	Actions
LAPTOP-AESMBVKQ Windows Server	Online	11 Pro for Workstations	Colo Palm Toledo	92	93%	100%	7x	Connect
LAPTOP-ubuntu-virtual Linux Server	Online	Ubuntu 18.04.2 LTS	Biffco Enterprises Ltd. Toledo	12	93%	64%	7x	Connect
Prashant's MacBook Pro Mac	Online	Monterey (12.6.8)	Binford Ltd. Austin	32	93%	93%	7x	Connect
Lab-Server01 VMWare	Online	VMware ESXi	Acme Co. Naperville	100	24%	24%	7x	Connect
AP-zwkhQVCpAawy Windows PC	Online	11 Home	Biffco Enterprises Ltd. Orange	12	24%	64%	7x	Connect
Thinkcentre-Micro Windows PC	Online	11 Home	Barone LLC. Pembroke Pines	92	100%	24%	7x	Connect
SERVER-ubuntu-virtual-Linux Server	Online	Ubuntu 18.04.2 LTS	Abstergo Ltd. Austin	32	93%	93%	7x	Connect
Renata Glasc iMac Mac	Online	Mojave (10.14.6)	Big Kahuna Burger Ltd. Naperville	12	64%	64%	7x	Connect
DESKTOP-GDYMBVKQ Windows Server	Online	11 SE	Abstergo Ltd. Pembroke Pines	100	24%	24%	7x	Connect
LAPTOP-AESGUHT Windows PC	Online	11 Pro Education	Biffco Enterprises Ltd. Orange	92	24%	24%	7x	Connect
Viego's Mac Pro Mac	Online	Mojave (10.14.6)	Binford Ltd. Fairfield	92	64%	64%	7x	Connect
LAPTOP-AESMBVKQ VMWare	Online	VMware ESXi	Binford Ltd. Austin	100	24%	24%	7x	Connect
LAPTOP-AESMBVKQ Workstation	Online	Workstation	Colo Palm Tampa	92	24%	24%	7x	Connect
Renata Glasc iMac Mac	Online	Mojave (10.14.6)	Big Kahuna Burger Ltd. Naperville	12	64%	64%	7x	Connect
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IN PREVIEW

GENERAL AVAILABILITY

3,500+

RMM Partners

2.4M

Endpoints



1,100+

MSPs activated
for PSA in Asia

2.8M

Patches auto-deployed (past 30-days)



Robotic Process Automation - RPA

Automate manual workflows for repetitive processes like client onboarding.

GENERAL AVAILABILITY



Client Onboarding

BEFORE

Employee burden rate = \$75/hour
Issue resolution time = 60 minutes
Event frequency = 1000/year

\$75,000

WITH RMM, RPA & SIDEKICK

Employee burden rate = \$75/hour
Issue resolution time = **10 minutes**
Event frequency = 1000/year

\$12,500 Save \$62,500!



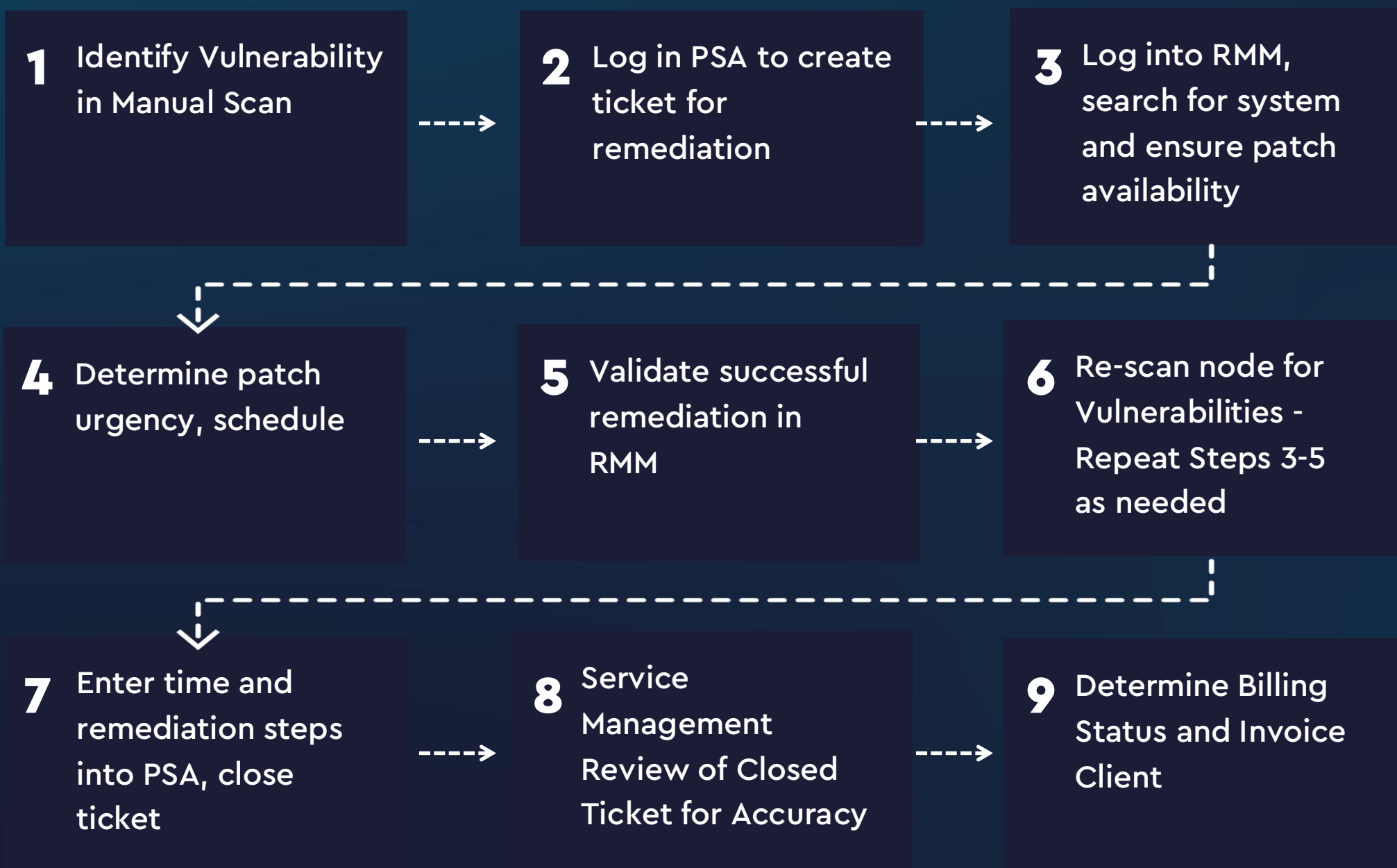
Hyperautomation = RPA + AI

Automate vulnerability management with ConnectWise Sidekick (AI) for Security.

BEFORE

Employee burden rate = \$75/hour
Issue resolution time = 90 minutes
Event frequency = 400/year

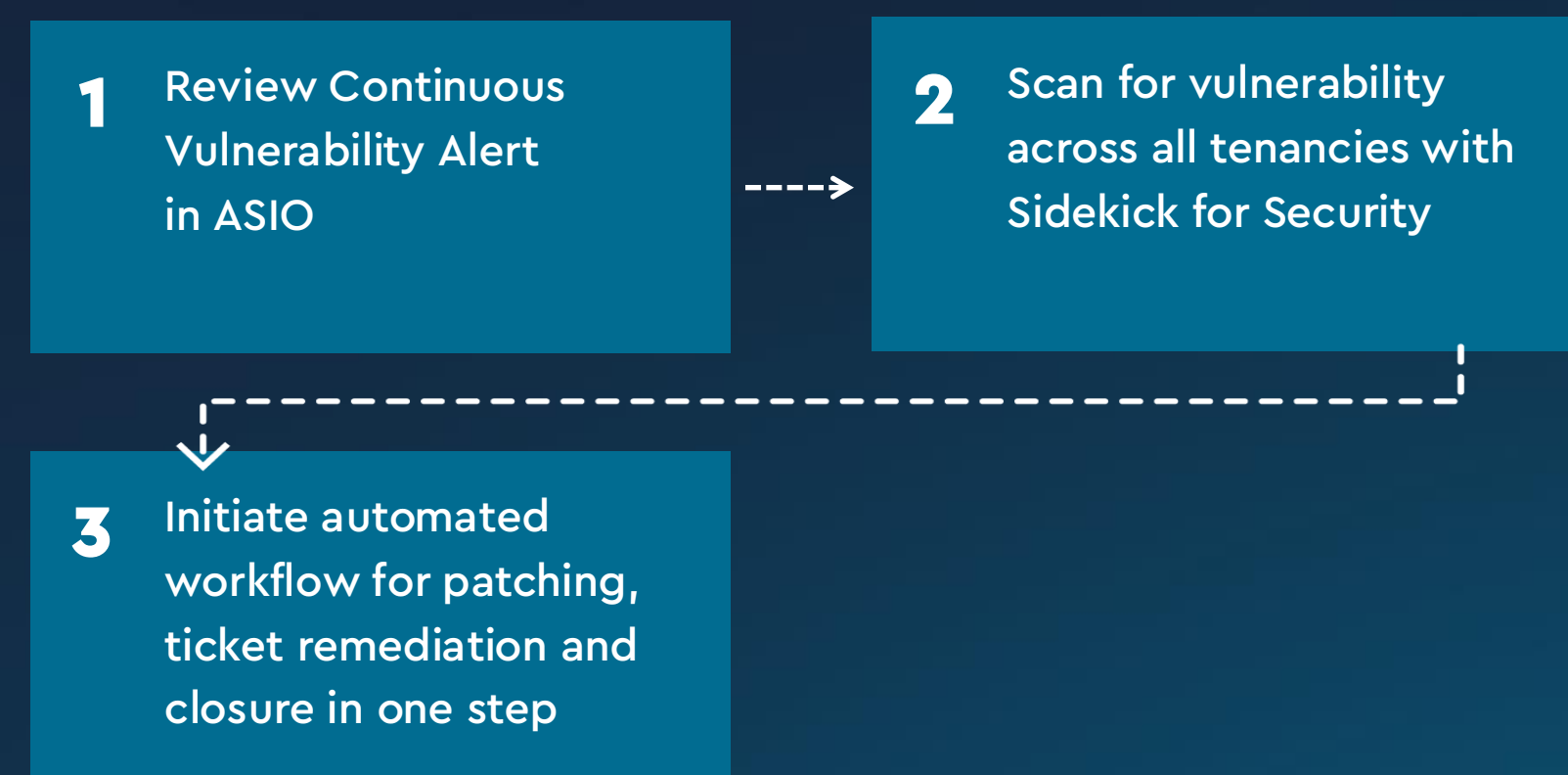
\$45,000



AFTER WITH ASIO, RPA + SIDEKICK FOR SECURITY

Employee burden rate = \$75/hour
Issue resolution time = **5 minutes**
Event frequency = 400/year

\$2,500 Save \$42,500!





Backup360 & Security360

GENERAL AVAILABILITY

Monitor and manage all your backup & Security solutions in the Asio platform.

Security360



Backup360





CONNECTWISE Partner Program

We invest in our partners' go-to-market strategy, marketing efforts, and sales initiatives to help them achieve their most ambitious vision of success.

4X

Faster Growth

Partners in the program are growing 4x faster than partners not in the program

17%

More Profitable

Partners in the program are 17% more profitable compared partners not in the program

10%

Higher Recurring Revenue

Partners in the program have about 10% higher recurring revenue than partners not in the program



As a result of this partnership, we've closed over \$900,000 worth of new clients and add-on security services for existing clients from those events.

- **Mason Cone, Aldridge**



Partner Program Benefits



Strategy Creation

Build Go-to-Market Strategy

- Pricing and Packaging
- IUL licenses for eligible solutions
- Technical training
- Certifications

Lead Generation

Materials & Campaigns to Drive Demand

- Marketing Consultant support
- Brandable campaigns
- Event planning support
- SMEs for events
- MDF funds

Sales Coaching

Sales Training to Close Deals

- Dedicated Account Manager
- Sales training
- Sales framework coaching
- Co-Selling opportunities

Open Vendor Ecosystem

400+ Integrations



Open Community Ecosystem

Resources + Communities





Communities & Best Practices

IT Nation Connect

The industry-leading conference for thought leadership and best practices for company leaders.

IT Nation Secure

The IT industry's must-attend cybersecurity event to help you reduce risk, transform your business, and streamline service delivery of cybersecurity solutions for your clients.

Service Leadership

Provides total profit solutions for IT Solution Providers, directly and through industry consultants and global IT vendors.

IT Nation Evolve

Find connections, personal growth, and professional development in these member-based peer groups.

ConnectWise University

A wide range of content including videos, interactive lessons, training, webinars, and documentation around ConnectWise products and processes.

SLIQ™

A powerful tool for IT Solution Providers who want to drive accelerated performance and maximize the profit potential of their business.



Your business

Your challenges

Service Cost of Goods



Tools



Labor



**Revenue
Streams**



Best Practices

1. Improving **OPERATIONAL EFFICIENCY**
2. Finding, hiring and retaining **TALENT**
3. Protecting against **CYBER ATTACKS**
4. Getting the right **TECH STACK**

5. Capturing **NEW SALES/BUSINESS** opportunities
6. Building a **CYBERSECURITY PRACTICE**

7. Establishing **PRICING & PACKAGING** strategy
8. Guidance on **M&A ACTIVITY**



Your business

Asio Platform

Service Cost of Goods



Tools



Labor



**Revenue
Streams**



Best Practices

Our innovation

PSA & RMM

Combined on one platform

RPA & AI

Supercharged productivity

Security & Data Protection

Security360, Backup360, Expert Services, Ecosystem, and Partner Program

IT Nation

Evolve, Dealer User Groups, Service Leadership, University



CONNECTWISE®



Mike Marusic

President and CEO,
Sharp Imaging and Information
Company of America



CONNECTWISE®