An engaging and interactive virtual roundtable event aiming to connect MSPs, VARs and System Integrators with Vendors, Service Providers and Distributors

HELPING THE CHANNEL UNDERSTAND AND PREPARE FOR THE MAJOR DIGITAL OPPORTUNITIES AHEAD

SDC CHANNEL SUMMIT
10-11.05.2022

www.sdc-channel.com
The Event

Angel Business Communications, publishers of the Digitalisation World portfolio and organisers of the Managed Services Summit series of events are excited to announce the 2nd SDC Channel Summit, taking place on May 10th & 11th.

A brand new and unique format, the SDC Channel Summit Live will be a series of roundtables, giving delegates real insight and the opportunity to join industry experts in discussing the key issues facing the channel and you will be given the information to help you grow, become better skilled and become more efficient.

Following our first, highly successful SDC CHANNEL SUMMIT, we’re delighted to introduce our second virtual conference. Based on extensive research conducted with attendees at the first event, as well as survey feedback from our Channel data base (based on attendees to the Managed Services Summit series), we’re confident that we’ve produced an essential education opportunity for the Channel as it seeks to address both the challenges and opportunities of digital change management:

ROUNDTABLE 1
SKILLS + TRAINING

ROUNDTABLE 2
SUSTAINABLE BUSINESS DEVELOPMENT

ROUNDTABLE 3
SIMPLIFYING THE SOLUTION STACK

ROUNDTABLE 4
SELECTING THE RIGHT SECURITY PARTNERS

Over the course of two, consecutive morning sessions (giving attendees plenty of time to run their business as well!), we’ll be providing invaluable insights, advice and recommended actions to help Channel organisations as both they and their customers get to grips with what it means to create, develop and optimise a truly digital business.

The SDC Channel Summit will include a series of 50 minute roundtable sessions, educating MSPs on the key issues they face as they look to be a partner in their customers digital transformation journey. The roundtable format will allow for meaningful discussion, thought leadership and the forging of new business partnerships.
The SDC Channel Summit is free to attend event educating MSPs, MSSPs, System Integrators or Value Added Resellers on the outlook for channel business in 2022 and beyond.

In order to help the Channel to understand and prepare for the major digital opportunities ahead, the SDC Channel Summit will include a mixture of keynote talks, technology presentations leading to roundtable discussions, broken down into four key topics.

**ROUNDTABLE 1**
**MSP LEADERSHIP - SKILLS AND TRAINING**
The SKILLS + TRAINING session will focus on how Channel companies need to develop a flexible, hybrid business model, to take advantage of both their ‘traditional’, ongoing hardware and software sales, as well as optimise the many cloud and managed services opportunities. Channel employees need to learn new skills in order to thrive in this new world. Meanwhile, Channel customers, increasingly challenged to find the right quantities and levels of skilled employees as they develop their digital transformation strategies, are looking for expert partners who can provide the necessary technical expertise and resources. Technology skills and training have never been more important!

**ROUNDTABLE 2**
**Increasing Sales - Selling Sustainability**
SUSTAINABLE BUSINESS DEVELOPMENT will be looked at in two ways. Firstly, there’s no doubt that the post-COP26 business world has a renewed focus on sustainability. Channel companies have a major opportunity to demonstrate to their customers the ways in which they are improving their own environmental performance as a business differentiator. Thanks to an increasing range of technology recycling and re-use initiatives, alongside optimised use of hybrid IT infrastructure solutions, the Channel can also help its customers reduce their carbon footprints. Sustainability also applies as to how Channel organisations need to develop – they need to be agile, fast-moving and well-structured in order to respond to their customers’ rapidly evolving technology needs. In other words, Channel companies need to create a sustainable business model, with sustainability a key pillar!
The Roundtable Sessions

Summary

Even before the pandemic hit, businesses were embarking on their digital transformation journeys, where the user experience – both that of employees and customers – was the major focus. 24 months on and digital acceleration has become the new normal. And the user experience matters more than ever before – it can literally be the difference between a company staying in business or not.

The Channel is perfectly placed to provide organisations with the necessary IT tools to ensure the optimised user experience, and the SDC Channel event will show you how.

ROUNDTABLE 3

Building Business Efficiency, Improving Business Performance/Profitability - Solution Selection - Optimising Your Portfolio

SIMPLIFYING THE SOLUTION STACK – time and time again Channel surveys (including our own) reveal an apparent contradiction: Companies are fed up with the increasingly large and unwieldy technology portfolios they have developed in order to meet customers’ expectations; but they are also very much wanting to add innovative solutions, many of them based on new and emerging technologies, such as 5G, IoT and the edge, artificial intelligence, data analytics and high performance computing. This session will help Channel organisations to understand how to develop and optimised solution stack – how to rationalise their existing solution offerings as well as how to evaluate new opportunities. The temptation is to try and be all things to all customers. In reality, knowing what you don’t or can’t provide to customers is as important as knowing where your strengths and expertise lie!

ROUNDTABLE 4

Security Partners - Choosing the Right Security Partner

SELECTING THE RIGHT SECURITY PARTNERS is one of the major challenges facing both the Channel and their customers. There are 1000s of cybersecurity vendors, offering a whole range of solutions – none of which, in isolation, offer true end-to-end security. So, Channel companies need to understand what technology components are an essential part of any robust, comprehensive security offering which will meet their customers’ expectations. And the stakes couldn’t be higher. Hardly a day goes by without a news story focusing on a high profile ransomware and/or an organisation which has fallen foul of compliance legislation. And, of course, the security landscape doesn’t stand still, so developing and maintaining an optimised security offering is an ongoing process. However, succeed with security and the rewards are plentiful – customers are looking for trusted security partners!
The audience

Directors and senior managers of Managed Service Providers, Systems Integrators and Solution VARs interested in keeping up to date with developments in the IT Channel sector.

We have an IT Channel database of over 8,000 industry professionals. Demographics are available on requests.
Partnership Opportunities

Become a partner of the event if you are a hardware/software vendor, service provider, distributor, hosting/datacentre providers, cloud service providers and you are interested in engaging with our audience of MSPs, MSSPs, System Integrators and Value Added Resellers, your potential new business partners.

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<tr>
<th>PACKAGE FEATURES</th>
<th>DIAMOND PARTNER</th>
<th>PLATINUM PARTNER</th>
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<tbody>
<tr>
<td>15 minute keynote presentation</td>
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<td>3 minute pitch</td>
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<td>A seat at the 50 minute roundtable</td>
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<td>10 minute video interview pre event</td>
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<td>GDPR compliant list, provided pre event</td>
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<td>Digital sponsors booth</td>
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<td>3 months on-demand access</td>
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<td>Branding and adverts within event platform</td>
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<td>Meeting maker via event platform</td>
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<td>Logo on event website</td>
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<td>Logo on event marketing (event will be marketed to over 12,000 MSPS and Resellers across Europe)</td>
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<td>Dedicated social media promotion about sponsor</td>
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<td>Dedicated eblast sent to attendees pre-event</td>
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<td>Unlimited staff registrations</td>
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£7,995  £4,995
TO DISCUSS SPONSORSHIP OPPORTUNITIES CONTACT:

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