

From VAR to MSP

Hosted by Business Compute Forum

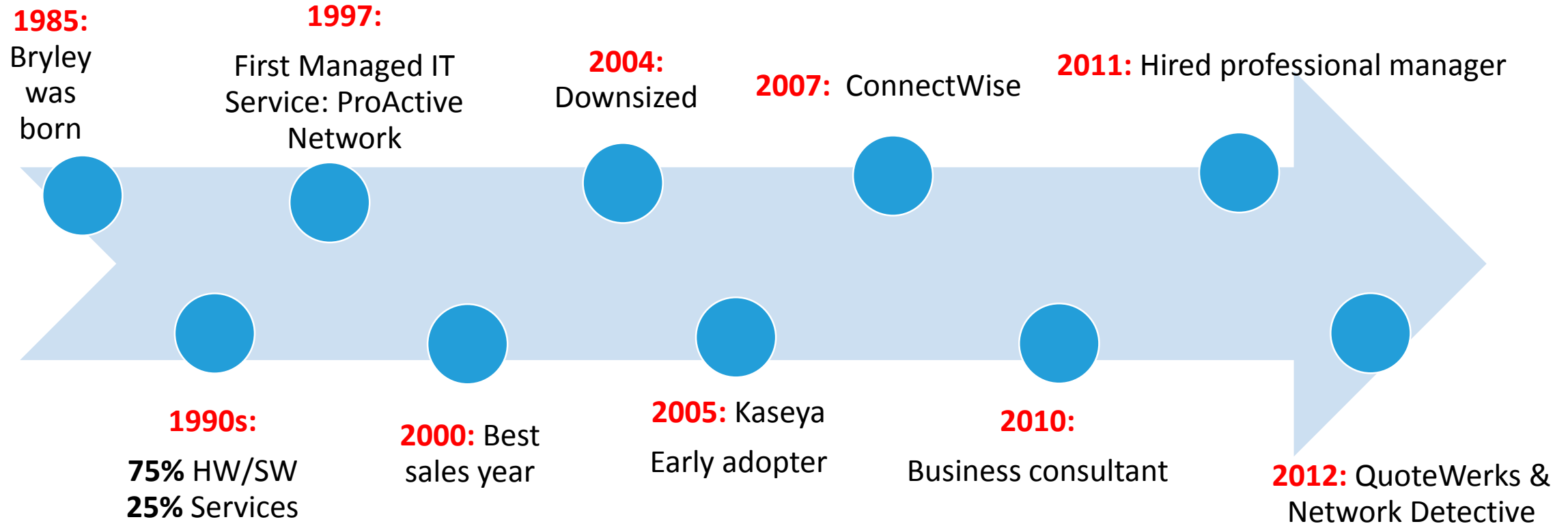
Moderated by Peter Krass

Guest Speaker: Gavin Livingstone, Founder and President, Bryley Systems

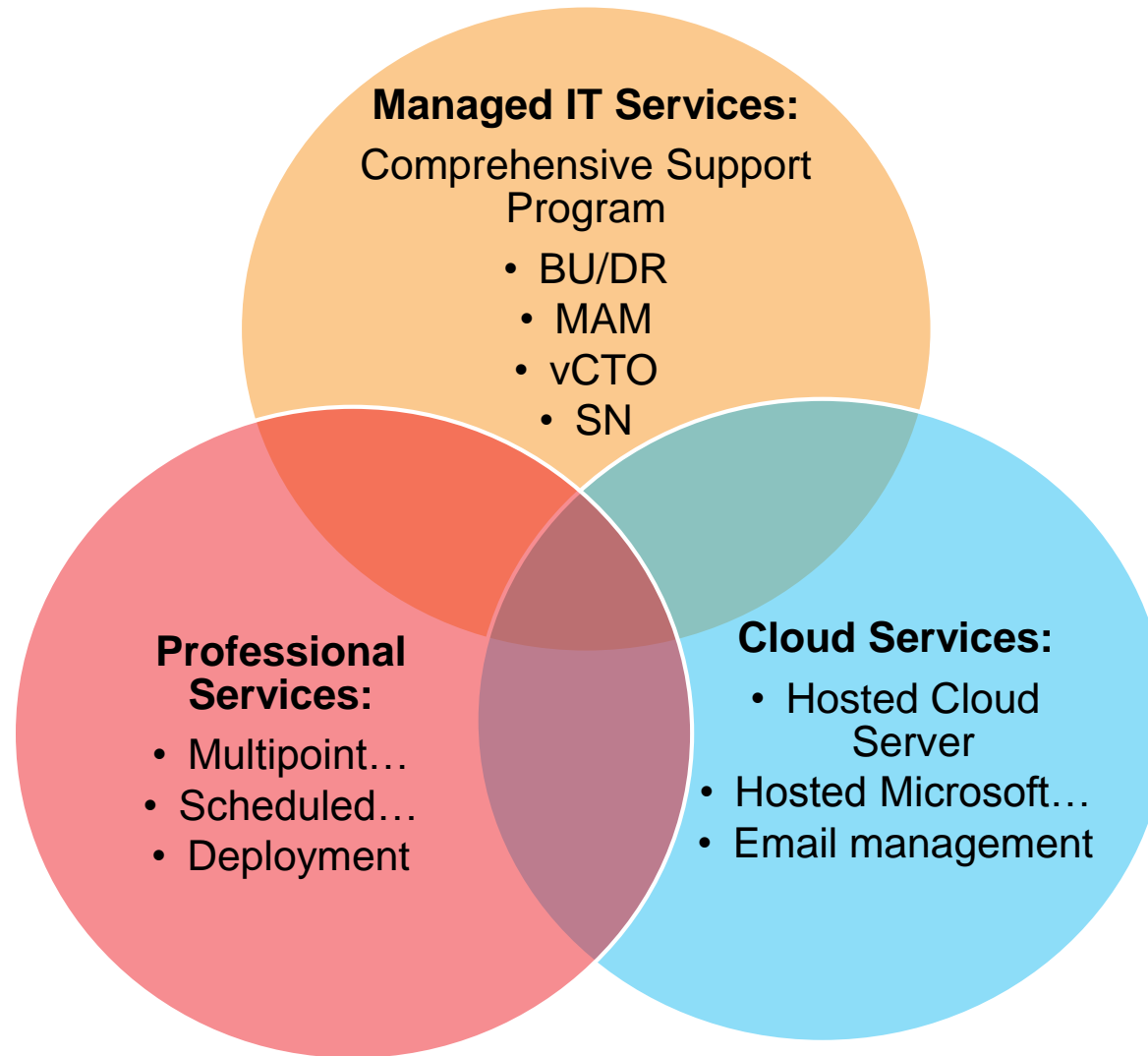
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THE **CHANNEL** CO.™

Bryley Systems Evolution



Evolution: Solutions and Services Offerings



Bryley Systems

Structure

- Business Development
- Services
- Administration
- Marketing

Philosophy

- Business-focused
- Technology-based
- Team-oriented approach

Processes:

- Leverage best practices
- Continuous client interaction
- Constant improvement (Internal Systems Advocate) and automation

Investments

- Facility expansion
- Data-center build-out over multiple sites
- Marketing, Client Relationships, and Business Development

The Future

Overcome Environmental Challenges:

- ✓ Increasing commoditization and competition
- ✓ Security
- ✓ Mobility
- ✓ IoT

Shift Service Offerings:

- ✓ Too many service options; bundling together now
- ✓ Finding technical and sales talent

Organizational Changes:

- ✓ Increasing specialization within Services team:
 - Cloud Services
 - Professional Services
 - Managed IT Services
- ✓ Separating Cloud Services

Continued Focus:

- ✓ Stay close to our clients
- ✓ Always address the business need