

# Why We Do What We Do



The *Business Solutions* team considers the channel more than just “a market” or “an industry.” It’s **our community**, and we want everyone in our community to thrive with greater profits, predictable revenue, and a sustainable business model.

Because of that commitment, we intensely focus on two areas. First, we educate MSPs to increase their profits and grow their recurring revenue. Second, we are the channel leader that will convert solutions providers who are not currently embracing the as-a-Service/recurring revenue business model. We will convince those resellers to add complementary technologies and services to their line cards – become a Total Solutions Provider – and sell those technologies via the as-a-Service model.

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