

Scale & convert -

ConnectWise's journey to streamline complete, multi-site experiences at scale

WHEREOWARE





STEVE FOSTER Sr. Web Strategy Manager

MIKE KOVACH Sr. Digital Sales Executive

2

Whereoware's Optimizely Practice

10 Years Platinum Partner 100+

Websites built on Optimizely

4

Vertical Partner Badges

100% Marketers + Developers Trained on Optimizely **2**x

Partner of the Year

6X

Website Award Winners



Our Vision

To Power a thriving IT ecosystem that transforms what's possible for SMBs.

Our Mission

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

3100+

Worldwide colleagues

700

Engineers + product management

1490

Dedicated expert service colleagues 8

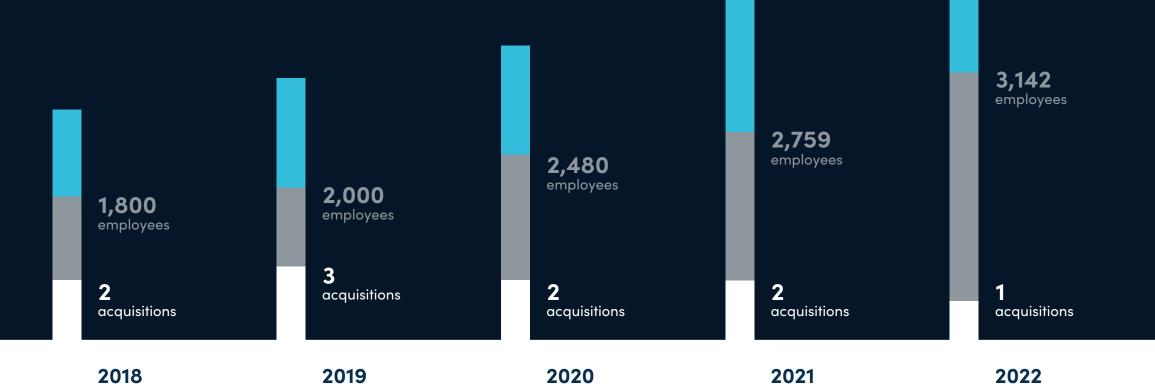
Countries with global offices

1.4M

Security incidents prevented



ConnectWise Growth



With growth comes challenges...

"But I keep cruisin' Can't stop, wont stop movin"





MSP technologies to power your business

No matter what you need MSP tech services for, ConnectWise has you covered, from asset management to project management and everything in-between

Asio™: An integrated platform for technology service providers

intelligent automation, limitless scalability, and cutting-edge cybersecurity.

Try Asio^{Tec} by ConnectWise, a suite of cutting-edge IT service management tools.

From patch automation to scripting to remote access & monitoring, to sales and marketing. ConnectWise helps you upskill your team, protect your clients, and drive business profitability.



A platform that backs ALL your MSP and IT solution provider (TSP) needs

MSP & TSP technology with fully customizable, flexible features that support you at every stage, regardless of your company goals.

Cybersecurity Management Unified Monitoring and Management -^-SECURE YOUR CLIENTS' CRITICAL BUSINESS REMOTELY ACCESS AND MANAGE ALL ASSETS ENDPOINTS, INSTANTLY Keeping pace with the chaos of rapidly evolving cyber threats and the expertise to make sense of it all can be challenging to growing your practice. Clients count on you. You can count on us. Keep your clients' data protected and their IT systems running smoothly. Protect what is valuable to you and your customers with security solutions built to remove complexity and cost, supported au/r by the ConnectWise SOC, and backed by the IT Nation community of peers and industry experts Get complete visibility and control with ConnectWise Unified Monitoring and Hanagement (UHH), a comprehensive IT service management software platform. We provide Remote Access & Control, IT asset management, ticket management, Remote Monitor Hanagement (RMH), Remote Control, and Backup Disaster Recovery (BRN), including 24/7 access to ConnectWise Network Operations Center (NCC). Integrated Services **Business Management** EFFECTIVELY MANAGE YOUR CORE BUSINESS 24/7 SUPPORT SERVICES. ALL THE HELP YOU OPERATIONS NEED, WHENEVER AND WHEREVER IT'S NEEDED Time is money. Every second spent on activities that don't differentiate your offerings costs you. Fill talent and skills gaps with dedicated techs and/or on-demand technical experts who already know ConnectWise products inside and out. Get full visibility and drive profitable growth in your MSP Our Business Management solutions include: Leverage our Integrated Services to outsource: Projects
Business consulting
Help desk (white label)
SOC services
NOC services Centralized IT documenta entralize business operations with our award-winning SA: ConnectWise PSATM

Scale your business without all the headaches and overhead. Be ready for bigger clients.



More than just software



What is The IT Nation?

The IT Nation is a global community of peers, thought leaders, and experts dedicated to puthing you and the industry to new heights. Between conferences, in-depth product trainings, and community-based events, you'll never miss an opportunity to engage with your fellow IT Nation members and help each other each success. Wice Together. Nils Together.

What do you get from The IT Nation?



 Connect to a world-wide network of peers and experts to help you grow. Be a part of a community of IT professionals just like you. Gain business guidance, advice, and resources to help you and your business succeed. Get the best in thought leadership and training, along with access to ConnectWise University courses. Make friends and gain support from others in The IT Nation.

The IT Nation goes far beyond just events. It's a community built to share and collaborate with each other.

IT Nation Connect

Thought leadership for long-term success You may know it as IT Nation. This is the industry leading conference for thought leadership and best practices for company leaders. Australia | 2024 Dates coming soon | Learn more >> North America | November 8-10, 2023 | Learn more >> Europe | 2025 dates coming soon | Learn more >>





IT Nation Evolve Thought leadership for long-term success Find connections, personal growth, and professional development as these member-based peer groups, which you might know as HTG.

IT Nation Secure

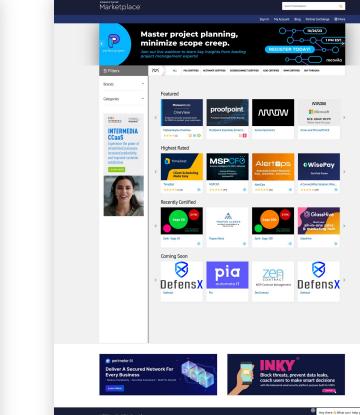
Secure your clients and your business IT Nation Secure is the IT industry's must-attend cybersecurity event to hell you reduce risk; transform your business, and streamline service delivery of cybersecurity solutions for your clients.

June 3-5, 2024 | Orlando



In-depth product training These complimentary user groups offer partner networking, best practices, and thought leadership during one-day, regional events.

What's it like in The IT Nation?



XX







Market



2 Big Challenges



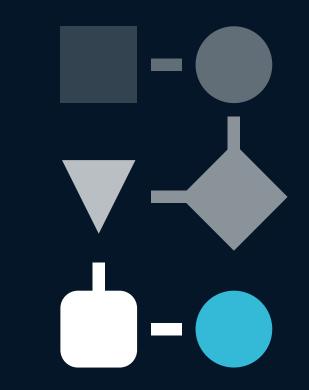
Customer Journey

Efficiency

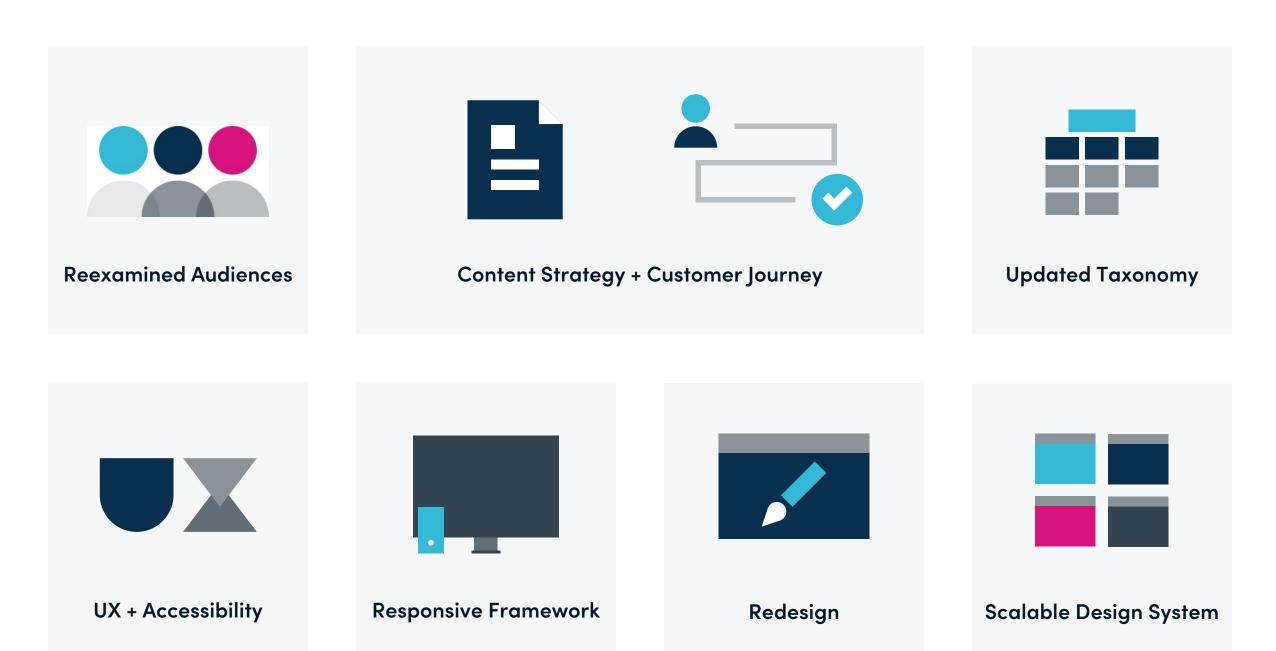
Technology



Data Strategy + Customer Experience









To Change Product Names for 38 Products

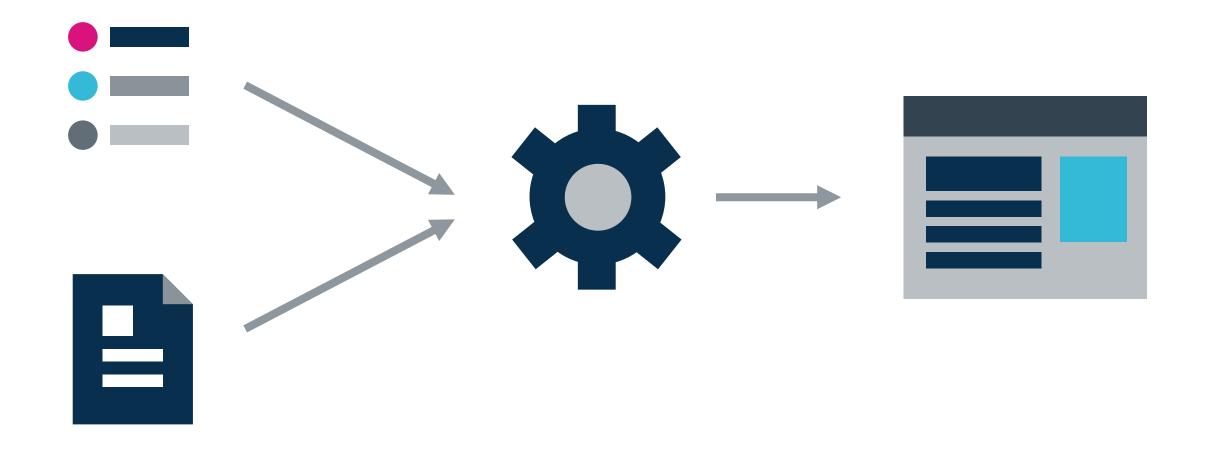
700-800

Individual Blocks

12,000 – 15,000

Mouse Clicks

Powerful Template Engine



Custom Theme Selector

Select a Theme 🕐

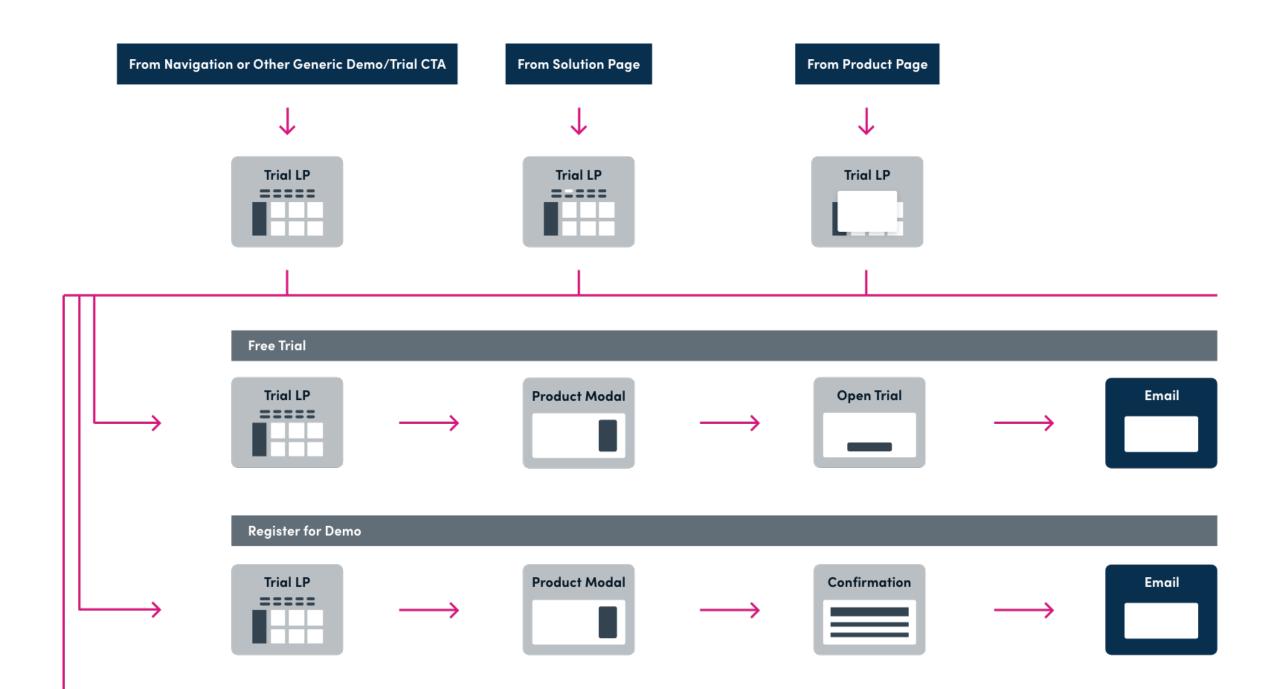
LEARN ABOUT US	Button - Solid Lime - Black Font
LEARN ABOUT US	Button - Solid Lime - Black Font
	Link - Black Font
LEARN ABOUT THE AWARD >	Link - White Font
	Link - White Font with Image
EXPLORE SOLUTION HARRETFLACE (3)	Button - Transparent - White Border - White Font
	Button - Transparent - White Gradient Border
DISCOVER OUR RESOURCE CENTER	Button- Transparent- Lime Border - Black Font
C EDR/MDR >	Link - Blue Font
ado Hadbert"	Link - Blue Font with Image
G y 🖬 🖬 🔊	Image
📮 Chat with Us	Utility Action



Data objects feed all of it



<1 hr of a marketer's time



Onward and Upward...

WHEREOWARE

Thank You!

Please reach out if you have any questions.

Steve Foster

Mike Kovach

Sr. Web Strategy Manager

<u>Steve.foster@ConnectWise.com</u>

Sr. Digital Sales Executive

<u>Mkovach@whereoware.com</u>