



# IT Nation Connect 2022

## ConnectWise hosts event Nov. 9-11 in Orlando

by: Elizabeth Marvel, Office Technology Magazine

On Nov. 9-11 in Orlando, Florida, ConnectWise hosted IT Nation Connect 2022, an in-person and virtual event gathering 4,700 IT service provider (TSP) owners and employees, and others. The event featured four keynote addresses, more than 120 educational sessions and 140 exhibitors, and networking events. IT Nation Connect kicked off with a welcome keynote on Nov. 9, featuring presentations from company executives focused on ConnectWise’s vision for the future and how it has helped its partners succeed in the last year. An innovation keynote on Nov. 10 gave attendees a look at ConnectWise product releases and updates, integrations and partnerships.



Jason Magee



Amy Lucia

CEO Jason Magee welcomed attendees during his Nov. 9 keynote presentation. He emphasized that TSPs need to be ready for anything. “We need to be prepared for what’s ahead of us on three constantly changing dimensions: the economy, the ecosystem and technology,” he said. “Let me get started first with the economy. There’s been a lot of talk in the media and around the world about a potential recession. Here’s what I would tell you about that.

“There are more than 140 million small and medium-sized businesses globally; 8 million approximately here in the U.S.,” Magee continued, giving attendees an idea of the opportunity. “If you add microbusinesses, that blooms to 333 million; 33 million, give or take, here in the U.S. ... These, along with mid-market companies ... they all need your managed services. They need you to help them. This is a huge opportunity for you all.”

Despite economic pressures, Magee noted that TSPs have been growing. “Our partners are telling us that they’re doing well and still expect to be growing in 2023, no matter what’s thrown at them,” he said. “... The IT Nation grew more than 16% year over year in revenue and 22% in recurring revenue. And in a recent ConnectWise survey, 70% of respondents are forecasting more than 10% growth in 2023 and 94% of respondents are forecasting more than 5% growth next year. That’s awesome.”

Magee also brought up an economic topic that was discussed at last year’s IT Nation Connect: talent constraints and job vacancies. “This is going to be a problem that we need to solve for years to come ... The fact is, we don’t have skilled workers in certain

areas like tech and cybersecurity ... There are millions of cyber job vacancies ... Think about that and what it means for you all; what that means for your customers. There are so many people going unprotected and who are unprepared for cyberthreats.”

The second dimension Magee discussed was today’s rapidly changing ecosystem. “Larger players moving downmarket and rapid M&A consolidation in this space are just two things that are changing the landscape,” he said. “... These aren’t things to be afraid of ... These are things for you to be aware of so you can remain competitive and capitalize on the opportunities.”

The third dimension is rapidly changing technology. “We have to get our arms around the constant innovation that will change how you do business and how your customers expect to interact with you.” Magee said. “... Here’s a question you need to be asking yourself: Are you going to allow all of this to be a headwind or a tailwind? If you’re prepared, you’ll grow above the average TSP. But not only that, think about what it means for the valuation of your company.”

Magee shared some keys to success in terms of what TSPs should be doing over the next five years to prepare for these market changes. “Think automation; mastering automation,” he said. “Take it to a whole new level. The concept of putting data to work for you — make it a reality. And then the customer experience; make sure you focus on that. It’s important. It’s a game-changer.”

The rest of the Nov. 9 keynote focused on how TSPs can master these keys to success. “Automation is the path forward with a lack of employees,” said Chief Marketing Officer Amy Lucia during her presentation. “Get more automation out of what you already have ... Leverage AI [artificial intelligence] and machine learning [ML] so you can make decisions faster. Take advantage of the [ConnectWise] Asio Platform for the next level of automation.

“Put data to work for you and your customers,” Lucia continued. “There are already systems using AI and ML, so ... focus on what’s important. Talk about how you’re a trusted advisor, and AI/ML will let you be more prescriptive.

“You need to have an exceptional customer experience,” Lucia said, noting that “customer-centric companies are 60% more profitable than companies that don’t focus on customers.

“And focus on cybersecurity,” Lucia concluded. “There is no other option but to engage.” ■

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