



Do IT Smarter and Transformation Strategies Partner to Grow Resellers Through Effective Marketing

Do IT Smarter, Inc. and Transformation Strategies, a managed services consulting firm, announced today a partnership to establish marketing peer groups comprised of Do IT Smarter Instant MSP channel partners.

San Diego, CA, November 04, 2009 --(PR.com)-- Do IT Smarter, Inc., a San Diego-based master managed service provider, and Transformation Strategies, a managed services consulting firm, announced today a partnership to establish marketing peer groups comprised of Do IT Smarter Instant MSP channel partners.

This partnership provides Do IT Smarter Instant MSP channel partners access to resources from Transformation Strategies, who will lead the executive peer forums. The goal of each group is to increase the effectiveness of each member's marketing activities.

The Do IT Smarter Instant MSP Channel Partner program is designed to help VARs and technology services providers rapidly develop their managed service practice. The program includes a proven process to convert existing customers and close new prospects. However, helping their channel partners generate leads required a new set of skills.

“Do IT Smarter is focused on helping our channel partners grow their managed service business. We help them build their managed service practice and convert leads, but an area where they required additional assistance is generating qualified leads,” said Lane Smith, president of Do IT Smarter. “We teamed with Transformation Strategies because of their demonstrated expertise in helping managed services providers market their services and grow their businesses,” he continued.

Transformation Strategies has developed a strong reputation in the managed services industry working with IT services firms in the areas of service definition, pricing, sales, marketing, management and service delivery to successfully increase revenue, reduce delivery costs and position for scalability. Transformation Strategies' MSP Roundtable tm peer groups are offered in three concentrations: Executive/Owner, Marketing and Operations.

“We are very excited about the opportunity to work with managed services experts like Do IT Smarter and their channel partners. Developing a peer group to master managed services marketing is an effective way for Do IT Smarter to continue to add value to their channel,” said David S. Schafran, President of Transformation Strategies. “Each participant brings their own unique perspective to the group, and a larger vision begins to take shape for all members - the sum of the group's knowledge combined is greater than an individual's alone,” he said.

The marketing peer groups are formulating now with a goal to produce results in late 2009 and into 2010.

About Do IT Smarter



Do IT Smarter, Inc. provides managed services to companies throughout North America. As a MSP Alliance Accredited Master MSP we are 100% channel focused delivering these services through a network of local services providers and IT technology support companies. Our channel partners and their customers gain efficiencies, increase productivity and increase profitability through their partnership with Do IT Smarter.

About Transformation Strategies, Inc.

Transformation Strategies (www.TransStrat.com) works with MSPs, IT consulting and support companies to integrate or enhance managed services within their offerings. Through consulting services and executive peer groups Transformation Strategies helps companies increase revenue, reduce service delivery costs and position their services to scale.

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