

Xcellerate is
the platform to
reach your true
potential



MSP TRANSFORMATION SYSTEMS & SERVICES



VISION & PLANNING

Identify obstacles to your growth and develop a roadmap to success.



SERVICE OFFERINGS

Build service offerings that communicate your true value.



MARKETING

Stand out from the competition with compelling messaging.



SALES

Win more clients faster and easier than ever before.



SERVICE DELIVERY

Start delivering high-quality managed services without tying up your valuable resources.



HR

Effective HR services for the complete employee lifecycle.



FINANCE

Improve your bottom line with benchmarking, budgeting and financial workshops.



LEADERSHIP

Become a strong leader with executive coaching, succession planning and more.



➤ Adaptive Technology Group

Using Xcellerate's MSP experience to help us grow

Founded in 2005 and based out of Seattle, *Adaptive Technology Group* has a focus on providing agile technology solutions to small and medium business. As trusted advisors to the SMB segment, *Adaptive Technology Group* provide IT consulting and their own branded *Adaptive MSP Managed Services* which provide the monitoring, response and SLAs to keep critical IT resources secured, operational and optimized 24x7.

Bryan Greene, CEO and Scott Hemptstead, CTO, engaged for a **Vision and Planning Process**. *Adaptive Technology Group* have been in business for 10 years and wanted to hone the direction of the organization. Reaching out to Ken Davis and Ray Barber, the *Adaptive* team found that their business had similar roots to *Xcellerate*, in that they too had left enterprise roles in larger companies to get a lot closer and more engaged with their customers. The *Xcellerate* team, with their pedigree in managed services, were able to help *Adaptive* step out of their day to day tasks and work to identify their values, focus, key markets and to set the goals needed for success. In short *Xcellerate* helped *Adaptive* to clarify who they are and set them

up with a plan for effectively communicating this and moving forward with purpose.

"*Xcellerate* has the experienced people whom I trust, with similar values to us, and they were able take us through a logical process to step out of the day to day and look at our business with an objective lens. That was invaluable", said Bryan Greene of *Adaptive*. "When you are in the midst of running the business, often you cannot find the time or the focus to improve the business."

The challenge that *Xcellerate* has identified is that most MSPs are very capable but many of them have come from the enterprise world into small business and they don't necessarily have a holistic view of how to run a business. *Xcellerate* can provide experienced executives who have been involved with many MSPs over the years, and use this experience to help MSPs grow and break through the barriers in a small business. The vision and planning exercise is part of a suite of service offerings *Xcellerate* is now launching to market.