



IT Nation Connect 2023

ConnectWise hosts annual event Nov. 8-10 in Orlando

by: Elizabeth Marvel, Office Technology Magazine

With a focus on the future, artificial intelligence (AI) and hyperautomating the work of managed service providers (MSPs), ConnectWise hosted its IT Nation Connect 2023 conference Nov. 8-10 at the Rosen Shingle Creek in Orlando, Florida. The event gathered more than 4,000 attendees in person, with more joining the event virtually. The event featured three keynote addresses, a wide variety of breakout sessions in five tracks, networking events and an evening at SeaWorld Orlando.

ConnectWise CEO Jason Magee kicked off the event during the welcome keynote on Nov. 8. He greeted attendees and noted that the company had more than 600 software releases this year. Within those 600 releases, ConnectWise added more than 1,000 new features and functions to its products, and resolved more than 2,000 issues.

As he moved into the core of the keynote, Magee told attendees that the future would be the focus of the rest of his presentation. “The future paradigm is nebulous,” he said. “It’s undefined. You can’t quite put your hands around it, but it’s there. It’s a theme that we continue to talk about ... because it’s happening — unfolding in real time all around us. It’s a theme that occurs every handful of years and, over the years, ConnectWise coined it, ‘the silos of chaos.’”

“Chaos creates discomfort,” Magee continued. “... As your partner, we are here to help you get comfortable with chaos. We have been met with challenges over the years together, but every time we encountered adversity, we persevered and came together. We adapted and adjusted. We created and we innovated. Ultimately, we made things easier. We embraced the change, took control and, in some cases, we eliminated the newly formed silos of chaos.”

Magee then shared his vision for what the future might look like, noting that the term “science fiction” will become just “science.” “The truth is, the future is now,” he said. “... In fact, this time last year, the vast majority of us had no idea what dominoes were about to fall ... when ChatGPT went mainstream. It was something that made a ton of noise and fueled a crucial debate: How will artificial intelligence and humans coexist?”

“... This technology revolution prompted us to reexamine the power, purpose and ethics of the machine-replacing-humans movement,” Magee continued. “... ConnectWise is adapting our



Jason Magee

innovations to the fast and fluid world ... We need you, the MSPs of the future, to embrace the movement and the opportunities that come with it.”

He then discussed the concept of “hyperautomation” — the orchestration and application of AI, robotics and machine learning. “With hyperautomation, the roles of human intelligence and artificial intelligence will become symbiotic and will deliver with immediate impact, even at a baseline level,” Magee said, showing a slide of use cases for hyperautomation through the use of ConnectWise RPA, a new robotic process automation service that helps users create, deploy and manage software robots that mimic human actions when interacting with digital systems and software.

“You’ve probably heard about how you can leverage this to improve the service delivery side of your business, but it’s way more than that,” he said. “It’s your HR function through things like using AI to generate job descriptions and screen candidates. It’s the GA and management functions like client profitability, collections, escalations and others. It’s sales and account management, like proposal quoting, QBRs, readiness and recommendations. It’s your entire organization.”

“MSPs that embrace and adopt this revolution will realize several benefits, like elevated speed and precision, enhanced productivity, operational maturity and excellence,” Magee continued. “... For MSPs that embrace it, it could mean improvement to your bottom line. For MSP employees, it could mean new career opportunities and a boost in compensation.”

Magee noted that if an MSP hyperautomated its simple, repetitive tasks using ConnectWise RPA, after 18 months it could see an uptick in profitability by 25% and, after three years, it could realize a profit boost of 50% or more. “Invest in the bottom line of your company,” he said. “Realize that 50% profitability boost. Invest in your colleagues ... Improve your company’s operational maturity and deliver an improved experience and partnership with your customers ... The good news is that you don’t have to do it alone. As history has shown, ConnectWise is there to help through things like partner success, the IT Nation Evolve peer groups, thought leadership and service leadership ... These are all investments that we have made to help you take on this movement and turn it into a huge opportunity for your business and success.” ■

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