



M-S CASH DRAWER

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PRESIDENT**

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M-S Cash Drawer, along with most companies in our industry, has experienced some very challenging times these last 18 months. At first, we went through the gut-wrenching decline in sales which felt like the big drop-off on an old roller coaster; the kind with a wooden framework which you're not sure is going to hold up under the strain. After the initial shock-and-denial phase, our management team went into deep introspection.

We analyzed each and every department, employee, customer, business process, and product line to identify areas that needed adjustment or fixing. From this process, our management team learned more each day about how some of our processes were very time consuming and inefficient. We also spent time and resources to determine new avenues for how we can provide value to our channel partners.

This exercise acted as a purification process for our business, enabling us to clean up the balance sheet, reduce debt, eliminate unnecessary inventory, write off toxic assets, and unfortunately eliminate employees who weren't vital to our survival. More than any other lesson, we learned that deep, intensive knowledge of our customers and a true understanding of their needs is what will propel M-S Cash Drawer through the lean times and position us for growth in the future. For our channel partners, this meant we needed to reconfigure M-S Cash Drawer to be useful to them. Just being a "fulfillment house" was not good enough and cutting prices was not the answer either.

I expect the economic recovery in 2010 and beyond to be slow but steady. As a result, our management team has spent considerable time and resources enacting business development programs designed to help our channel partners grow sales. Fundamentally, we realize one of the main factors in growing our business is to help our reseller and ISV partners grow theirs.



N-ABLE TECHNOLOGIES

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Are you tired of listening to people fixating on the negative aspects of our economy? I am. We all know about the challenges, but what about the opportunities? Despite all that's happened around us, the IT sector is actually performing better than the average and the news is about to get a lot better!

That's why in 2010, I'd like to encourage you, as channel partners, to stop dwelling on the negative and look to maximizing

your future growth and profitability. The past is the past. Live in the present and get ready for that massive small to mid-sized business (SMB) land grab.

Fortunately, the economic cycle is turning in 2010 in favor of smart managed service providers (MSPs) who are ready to gain more than their fair share of these managed services contracts. This land grab, as we like to call it at N-able, is especially true for those MSPs who understand two basic principles. The first: Lead with value. This requires an MSP to proactively use clients' IT asset data to provide intelligent recommendations on which IT solutions and services may best support the SMBs' business goals and objectives. The second: Provide a critical, must have managed service that helps the client save money, while receiving a superior service.

As we move into 2010, those of you who master these two principles will be well ahead of the game. Further, by investing in your businesses and gaining expertise around game-changing technologies and services such as cloud computing, disaster recovery solutions, security, capacity planning and predictive analysis reports for Windows 7 upgrades, server refreshes and possible license compliance issues, will continue to outperform your competitors. And, don't forget that with all these technologies and services comes an even greater opportunity to provide proactive managed services.

As IT spending picks up again over the next two years, the massive revenue and profit generating opportunity for MSPs will continue to soar. Don't sit on the sidelines - get involved in managed services today!

Remember, he or she who owns the data, owns the customer. The key is to have a strong value proposition that will secure your role as the trusted advisor and then execute flawlessly by having the right solutions in place to help you deliver the value-add your clients are looking for at a price they can afford.



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In 2010 shopper-marketing technologies will grow in importance and impact. From digital signage to kiosks to mobile, these technologies will be used to create compelling and immersive customer experiences, giving businesses the power to enhance a brand, differentiate offerings, drive up-sell/cross-sell and increase loyalty and profitability.

While these technologies have been used in previous years to maximize revenue, reduce costs, and differentiate offerings, the difference for 2010 is that these technologies will provide greater leverage, more powerful integration, and better measurement