Oxford, UK

Tuesday, 01 May 2012

Managed Service Expert unveils partnership with Workbooks.com and innovative cloud services portal website.

Managed Service Expert today announced a new partnership with Workbooks.com on the Cloud Service Portal at <http://www.managedserviceexpert.com/>. Managed Service Expert will promote Workbooks.com and their web-based range of customer relationship management (CRM) and business applications as part of the mission to promote the use of cloud computing, cloud services and SaaS IT.

<http://www.managedserviceexpert.com/> is a portal website set up to market cloud services with free listing on the site for vendors. It’s free to use and by means of user-generated content from both vendors and customers the site delivers a community of industry professionals sharing their experiences of the implementation of the services and their use. The website is a new and valuable route to market for vendors and a unique vehicle for users to search for and compare the product and service options available. The site is focussed on cloud computing companies, disaster recovery solutions, SaaS companies, managed services software and SaaS it management.

The site is operated Bull Terrier Systems Ltd. who are based in Oxford UK.

Ian Charles, MD at Managed Service Expert said today “It’s easy to see the joined-up thinking behind Workbooks.com and how this is driving their success and has already led to their adoption across so very many sectors and vertical markets. Just like Workbooks.com we are committed to developing long term relationships with our clients, keeping them on board and working with them now and way into the future. The adoption of applications like Workbooks.com points to the developing nature of cloud computing and SaaS cloud computing in general as an everyday business model with the advantages of using applications on a rental basis working well with both conventional networks and the burgeoning Bring Your Own Device (BYOD) market. We know that many organisations, not just SMEs, find the search for an affordable solution for recording and analysing customer interaction problematic, typically losing critical data before it can be captured and acted upon.  Workbooks.com hosted CRM software provides organisations with a clear view of customer interaction on one platform. Simple to use, easy to adopt and a great value proposition to the client regardless of industry or sector, Workbooks.com ticks all the boxes for vendors that Managed Service Expert want to work with”

Ian Moyse, UK Sales Director at Workbooks said today “Manage Service Expert delivers a new model of partnership. They represent the vendors and cloud information for prospective customers to understand these new solutions in a world where vendors have confused customers with terminology and hype. Manage Service Experts investment in their wiki and blogging, in a payment by results business model means they wear their long term business strategic heart on their sleeve.

Their vendor agnostic status means clients can see at a glance the options available to them and build long term relationships across the board. SaaS and cloud computing needs new approaches to educate and help clients and this initiative is a great step forwards.”

#### About Managed Service Expert

Managed Service Expert is a new portal website set up to market cloud services to IT professionals and using user generated content will deliver a community of industry professionals sharing their experiences of the implementation of these services and their use.

Listing on the site is free to vendors and managed service expert make their money from commissions on business the vendors close from traffic generated by the site. The site always deals with the originator of the service meaning users get the best support and price for the product available. Managed Service Experts sells nothing but gives the IT user the widest possible choice of products from as many vendors as possible. In this way vendors have a level playing field requiring they deliver the best quality of service at the most competitive rate amongst a group of their peers. The vendor agnostic nature of Managed Service Expert means users gets the widest possible choice of products and vendors.

This is a new and unique way of doing business focussing completely on user experience and means real IT people will get the best quality and value for money service at the most competitive rate.

#### About Ian Moyse

Ian Moyse is UK Sales Director at Workbooks.com and has over 25 years of experience in the IT Sector, with nine of these specialising in security and over 23 years of channel experience Starting as a Systems Programmer at IBM in the mainframe environment, he has held senior positions in both large and smaller organisations including Senior Vice President for EMEA at CA and Managing Director of several UK companies. For the last 7 years he has been focused on Security in Cloud Computing and has become a thought leader in this arena.

Moyse has been keynote speaker at many events and runs one of the largest Channel Groups worldwide on LinkedIn. He sits on the board of Eurocloud UK and the Governance Board of the Cloud Industry Forum (CIF) and in early 2012 was appointed to the advisory board of SaaSMax. Moyse was recently awarded global ‘AllBusiness Sales AllStar Award for 2010’ and The ‘European Channel Personality of the Year Award for 2011’ and was named by TalkinCloud as one of the global top 200 cloud channel experts in 2011 and listed on the MSPMentor top 250 list for 2011 which tracks the world's top managed services experts, entrepreneurs and executives. He has also recently been awarded the accolade of Channelnomics 2011 Influencer of the year for Europe and become certified against the CompTIA Cloud Essentials Certification exam.

#### About Workbooks.com

Workbooks.com provides a suite of easy-to-use business applications designed specifically for small and mid-size organisations to run their business - already fully integrated and delivered via Software as a Service (SaaS). Workbooks CRM and Workbooks Business comprehensively support organisations’ business lifecycle, including sales, marketing, sales order management, invoicing, customer service and purchasing and supplier management.

Workbooks CRM and Workbooks Business help organisations to improve the performance of their business; with real-time visibility of Key Performance Indicators (KPIs). Workbooks.com solutionshelp to increase productivity through efficiency gains and provide the framework to better manage business risk. Workbooks.com applications are built on the WorkbooksOne™ technology platform as a pre-integrated suite of applications. This removes the traditional requirement for small and mid-size businesses to select, purchase, implement, integrate and manage separate CRM and back-office software and associated hardware; in contrast Workbooks.com is ready for use as soon as organisations subscribe - and starts to deliver value immediately. Founded and led by an experienced team of SaaS entrepreneurs, Workbooks.com delivers low up-front and on-going costs and delivers unlimited scalability and guaranteed reliability.

For more information about Managed Service Expert, please see: <http://managedserviceexpert.com/>

Media Contact: Ian Charles [ian.charles@managedserviceexpert.com](mailto:ian.charles@managedserviceexpert.com)

Managed Service Expert

Tel: +44 (0) 844 358 4441