

Autotask Corporation Signs as Platinum Sponsor of First Major SMB Online Conference

Small Business Technology author Karl Palachuk announced that Autotask Corporation has signed on as a Platinum level sponsor of the Small Biz Thoughts online conference, “Managing for Success 2012.”

Sacramento, CA, February 29, 2012 – Small Business Technology author Karl Palachuk announced today that Autotask Corporation, the leading provider of hosted IT business management software, has signed on as a Platinum level sponsor of the Small Biz Thoughts online conference, “Managing for Success 2012.” The June conference will focus on building successful business processes and feature some of the best business and technology speakers in the U.S.

The online conference – Managing for Success 2012 – is the first event of its kind targeting technology providers and computer consultants. “We’ve built a great collection of speakers and sponsors,” said Palachuk, “and we’re very proud to have Autotask as a Platinum sponsor.”

Conference speakers include Stephanie Chandler and Patrick Schwerdtfeger. Chandler is the author of seven books, including *Own Your Niche on the Internet and Beyond* (Authority Publishing, 2012). Her Business Info Guide web site – www.BusinessInfoGuide.com – is an extremely popular destination for small business owners. Patrick Schwerdtfeger is an internationally recognized authority on social media marketing and the author of several books, including *Marketing Shortcuts for the Self-Employed* (Wiley, 2011).

The conference is “virtual” (online only) and will run 9:00 AM to 4:00 PM each day on June 26-28, 2012. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast eighteen hours of programming in three days.

“Autotask has always been a strong supporter of the IT community,” said Palachuk. “Their involvement in this conference allows us to reach a larger audience and educate VARs all over the world.”

Autotask President and CEO Mark Cattini echoed that sentiment. “Autotask has always been committed to the success of the IT and technology channel, and Karl is one of the driving forces in that community. This conference is an exceptional opportunity for us to help engage VARs, MSPs and other solution providers and help them build their businesses.”

Autotask’s Community Live 2012 conference will be held June 10-12, 2012 in Orlando, FL, just weeks before Managing for Success 2012. Is that a conflict for Autotask? “No,” says Cattini. “We participate in more



than 150 partner-facing events each year. We live in the IT community and are totally dedicated to it.” For more information on Autotask’s Community Live 2012, see www.autotaskcommunitylive.com.

To learn more about Managing for Success 2012, visit www.smbonlineconference.com.

About Autotask

Autotask Corporation provides the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers. The software integrates a broad range of critical business systems, including customer relationship management (CRM), service desk, tech scheduling, project management, billing and reporting, and provides real-time service delivery intelligence to help users understand the factors that drive their business and their profitability.

Autotask is accessible from virtually any computing or mobile device connected to the Internet and features a world-class API that seamlessly integrates with the other systems and tools that providers rely on to run their businesses. For more information on Autotask Corporation, visit www.autotask.com.

About Small Biz Thoughts

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit www.smallbizthoughts.com.

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