

## **Len DiCostanzo to Present Strategic Pricing Models at First-Ever Online Conference for Small Business Consultants**

Small Business Technology author Karl Palachuk announced that Len DiCostanzo – Senior Vice President of Community and Business Development at Autotask – will present a keynote address entitled “Killer Pricing Models for IT, Cloud, and Managed Services” at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012.

Sacramento, CA, April 11, 2012 – Small Business Technology author Karl Palachuk announced that Len DiCostanzo – Senior Vice President of Community and Business Development at Autotask – will present a keynote address entitled “Killer Pricing Models for IT, Cloud, and Managed Services” at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012.

Managing for Success 2012 will be held “online” June 26-28, 2012 and features eighteen hours of training for IT professionals, computer consultants, and managed service providers who focus on the Small and Medium Business market.

“I am extremely pleased that we could get Len as a speaker for the SMB Online Conference,” said Palachuk. “He has a long history as a managed service provider and industry expert. Last year he was elevated to the position of Executive Vice President of one of the most important companies in the SMB space. And now he’s going to share his expertise with us!”

DiCostanzo’s keynote address will focus on the strategic use of pricing models to increase sales and improve customer relations. “Pricing is critically important today,” said DiCostanzo. “You can no longer simply multiply the cost of delivery times  $x$  and come out with a pricing model that makes sense.”

“Managed services and cloud services give us the opportunity to create pricing models that are strategic in nature. That means we actually use our selection of pricing options as a sales and client attraction tool,” said DiCostanzo.

As Senior Vice President of Community and Business Development for Autotask, DiCostanzo is responsible for ensuring the continued success of Autotask’s global client base and identifying, building, and nurturing their strategic industry alliances around the world. Client success programs include developing and delivering business building and product education content through Autotask Academy, facilitating peer partnerships and collaboration, and advising on sustainable revenue generating opportunities. Working with Autotask’s strategic alliance vendor partners, the goal is to build tight integrations across a range of cloud services and managed services tools that result in automated, scalable business and service delivery processes for their clients.



DiCostanzo joined Autotask in 2008. He has been named a CRN Channel Chief for 2010 and 2011, and has been listed on the MSPmentor 250 since 2009, which identifies industry leaders shaping the global managed services market. He was named to the SMB 150 in 2011, which

lists major influencers in the SMB IT channel and currently sits on CompTIA's MSP Partners Executive Council and the Vendor Advisory Council.

A widely-recognized figure in the IT industry with more than 25 years experience as a business technology solution provider in the channel, DiCostanzo's career began in 1986 when he founded his own software development firm which evolved into a full service solution provider. His company became one of the first solution providers to develop a managed services practice, generating recurring revenue by delivering scheduled, consistent IT services to clients in support of business operations.

Other conference speakers include Patrick Schwerdtfeger and Arlin Sorensen. 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). Sorensen is the founder and CEO of both Heartland Technology Solutions and the HTG Peer Groups. Heartland Technology Solutions has seven offices in five states (Iowa, Kansas, Missouri, Nebraska and Oklahoma) and more than 75 employees. HTG is now comprised of 270 member companies throughout the U.S., Australia, Canada and the United Kingdom.

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. Primary sponsors of the SMB Online Conference include Autotask Corporation, the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers.

To learn more about Managing for Success 2012, visit [www.smbonlineconference.com](http://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. 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](http://www.autotask.com).

### **About Small Biz Thoughts**

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