



masterIT
technology working for business

FOR Immediate Release
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masterIT Named Among the Top “40 Most Innovative MSPs” in North America by *CRN* Magazine

IT Service Provider Recognized by Industry-Leading IT Channel Magazine for Its Leadership and Success as a Managed Service Provider

Memphis, Tennessee, August 30, 2010 — masterIT today announced it has been named one of North America’s [Most Innovative MSPs](#) by Everything Channel’s [CRN](#) Magazine.

The inaugural list, which includes both U.S. and Canadian companies, recognizes the IT industry’s top 40 MSPs for their ingenuity, leadership and success. In particular, masterIT is credited with its customized fixed-fee IT solutions, which are readily available to businesses throughout the U.S.

In making the selections, the *CRN* editorial team evaluated nominations from the leading managed service platform vendors and MSP organizations, including [N-able Technologies](#), to identify and qualify those MSPs that stand out from the crowd.

“masterIT is one of N-able’s most successful channel partners and we’re thrilled to see them recognized by *CRN* as one of the industry’s Top 40 Most Innovative MSPs,” says Derik Belair, N-able’s vice president of marketing and business development.

Everything Channel’s Vice President and Editorial Director Kelley Damore says the top 40 listing notes the IT industry’s most innovative MSPs who are ahead of the curve and will help drive these types of services into small and midsize companies.

“VARs and MSPs are finding greater success in offering managed services to their customers,” says Damore. “By moving to a recurring services model, these partners are setting their customers up nicely for more advanced cloud offerings down the line.”

masterIT is also distinguished by its proven expertise in N-able’s [N-central® RMM software platform](#) and commitment to exceptional customer service.

masterIT CEO Michael Drake echoes that service is all about the client. “Our purpose is to help small and medium businesses optimize technology to be more successful,” says Drake. “We have

been listening to our clients and the market and have been working very hard to make it really, really easy for clients to engage our services, such as no minimum specifications or long-term contracts.

In October, masterIT will once again be recognized as one of the IT industry's top "40 Most Innovative MSPs" at the [2010 N-able Partner Summit](#), which will be held October 20-22 in Scottsdale, Ariz.

About masterIT:

masterIT provides wall-to-wall technology services for small to medium businesses in the Mid-South. The company services a variety of clients with a portfolio of solutions, including remote monitoring and management; business continuity; 24x7 end-user help desk services; on-site engineering support; and financial and consulting services. The network service provider also developed IT-as-a-Utility™, a revolutionary methodology in which information technology infrastructure is provided and refreshed as part of a fixed-fee service. To learn more, visit <http://www.master-it.com>.

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