



### JPE Inc. Consulting Helps Managed Service Providers (MSP) Stand Out In the Crowd

*MSPs struggle for new business in a highly competitive marketplace, where hard work alone can't ensure success. It takes a keen understanding of how the game is played, and playing it to win. JPE offers new proactive marketing resources to help MSPs differentiate themselves.*

Cape Coral, FL (September 21, 2009) – JPE Inc. Consulting, a global provider of Technology Marketing and Business Consulting Services today announced a new Marketing Services Offering exclusively prepared for IT Managed Service Providers (MSP), called “JPE for MSPs.”

**JPE for MSPs** consists of three key elements:



- 1) Custom ROI/TCO Tools for Business Analysis and Proposals
- 2) Development of a set of supporting Marketing Artifacts and Collaterals inclusive of a Managed Services Portfolio, an services-specific White Paper, a major Case Study, and
- 3) An optional Website Tune-Up, if needed.

“More small to medium sized companies are recognizing the need for, and financial advantages of, external IT support these days,” explained JPE CEO Robert Gelinas, “in lieu of bearing the expense of highly skilled internal technical resources. The logical answer is to engage a responsive, high-quality, MSP. However, the sheer number of IT consultancies and service organizations seeking to offer such services makes it a very mystifying business choice for IT organizations. Consequently, it is also a serious challenge for the service providers to distinguish themselves from all the competitive market ‘noise’, without the most effective marketing strategies and tools. We recognize that need, and are actively developing focused marketing resources to help MSPs stand out in the crowd and be recognized.”

For a detailed White Paper about JPE’s Marketing Package for MSPs, one can be downloaded at: <http://www.jpeinconsulting.com/JPEDocs/JPE%20for%20MSPs.pdf>



# JPE Inc. Consulting

---

## About JPE Inc. Consulting:

JPE Inc. Consulting is a Creative Marketing Services, Business Modeling and Consulting firm, focusing primarily on Technology Start-Ups, Early-Stage, and Growth-Oriented companies. JPE provides technology firms with Virtual Marketing On-Demand (VMOD), which serves to help them define and refine their vision and value propositions, and then design and implement their go-to-market strategies.

## Contact:

MarCom/PR

JPE Inc. Consulting

239-247-3213

[info@jpeincconsulting.com](mailto:info@jpeincconsulting.com)

<http://www.jpeincconsulting.com>

Twitter: [www.twitter.com/JazzPossum](http://www.twitter.com/JazzPossum)

###