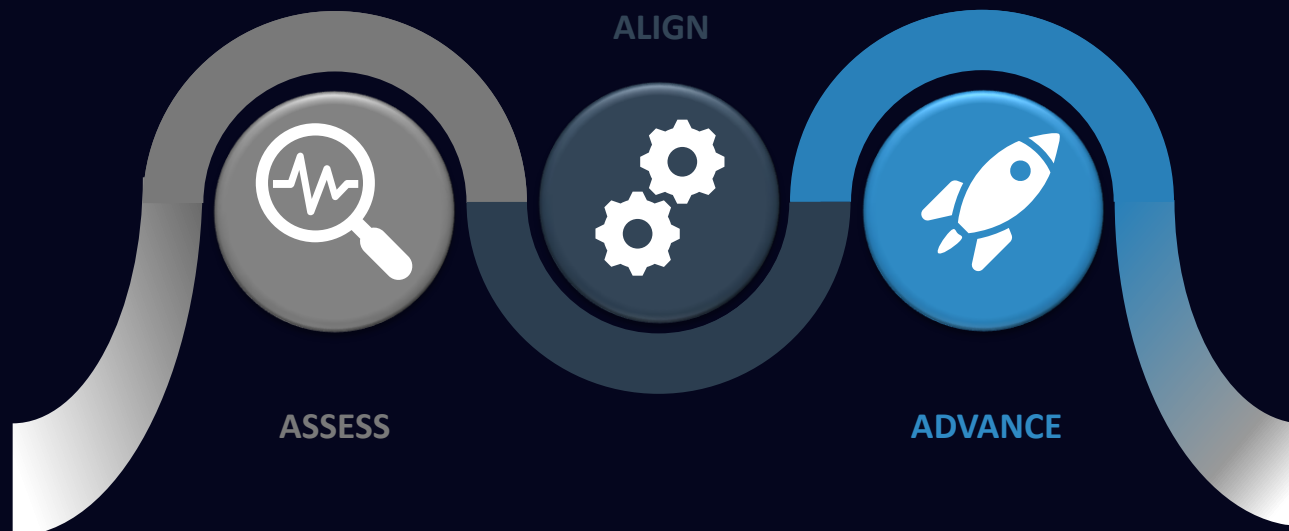# CATAPULT LIVE

EVENT OVERVIEW

decision digital

TURNING KNOW-HOW INTO SHOW-HOW

We love information technology, and we empower our clients to make timely and informed decisions. Our commitment to our craft has earned us widespread recognition as mentors, implementation experts, and immersion specialists in the managed services and professional services automation space. We not only have a command of our subject areas, but we're also passionate about them and eager to share our knowledge with others for whom it will benefit.

ALIGN

ASSESS

ADVANCE

25th

1997 - 2022

WHAT IS CATAPULT?

Decision Digital has developed CATAPULT for more than 15 years. It's our comprehensive set of teachings, methods, measurements, and programming for managed services and professional services automation. To grasp CATAPULT is to see the difference between immersion and implementation.

IMMERSION
Skills, techniques, and habits you acquire from our hands-on and experiential learning

IMPLEMENTATION
Basic skills you acquire from initial programming and explanation of features

CATAPULT "connects the dots" between practical use of features and functions and real-world scenarios. And who better to provide this guidance than a fellow MSP and trusted peer!

25th
1997 - 2022

OUR ACHIEVEMENTS

2022 & 2023 WISE Award Winner

The WISE Awards by ConnectWise is an annual awards program to recognize ConnectWise partners as industry and community leaders. Recipients are chosen based on their creative use of ConnectWise products, services, and community to do extraordinary things for their customers and achieve their most ambitious vision of success.

OUR CALL TO ACTION

Our one-on-one CATAPULT consulting and previous CATAPULT Live event experience continues to reinforce the fact that the majority of MSPs are not leveraging their PSAs, platforms, or tech stacks to their fullest potential.

MSPs must have practical knowledge, business process, and workflow, that comes from a fellow MSP, to achieve measurable results. CATAPULT enables providers to achieve immersion in ConnectWise, evolve their tech stack, and weaponize their data to make timely and informed decisions, in real-time.

OUR EVENT

- CATAPULT Live is a two-day, interactive workshop, led by Rick Harber
- CATAPULT Live will limit in-person attendance to 100 people.
- CATAPULT Live will be recorded and offered post event as a via micro learning subscription.
- CATAPULT Live will be a single-track event, with break out session opportunities.

OUR TRACKS

This is a dual track event: revenue generation and operational excellence.

- Revenue generation is focused on prospecting, lead nurturing, opportunity forecasting, quote structuring, agreements, and sales flow.
- Operational excellence is focused on service delivery, operations, automation, project management, ticketing, SLA, and KPIs.

OUR AUDIENCE

CATAPULT Live is primarily structured for manager-level, director-level, c-level, and owner-level attendees who are faced with the following challenges:

- Existing and transitioning Managed Services Providers (MSP, TSP, MSSP).

- At minimum, they are using the ConnectWise Manage/PSA and Sell/CPQ

- ConnectWise was self-implemented, in many cases on-the-fly, using knowledge and habits gained from the previous PSA or CRM

- Internal processes and workflows are sparce, outdated, or never reformulated after migration.

- Integrations with adjunct services and platforms have not been leveraged to streamline operations.

- Tech stack is incomplete, misunderstood, or failing to address clear and present opportunities (e.g., cybersecurity, Azure etc.).

- Human horsepower continues to be thrown at operational problems, instead of full immersion into the platform, its tools, and automation.

- Real-time metrics to make informed and timely decisions (e.g., BrightGauge) are not in use.

- Data within the PSA lacks consistency; therefore, it is inaccurate and unreliable.

OUR APPROACH

Our experience has shown us that event intimacy leads to a high level of participation and interaction around the session topics, inclusive of the session leads, the attendees, and the sponsors. Questions can be fielded in real time, with answers presented and discussed as a group. A unique approach that delivers a high-fidelity experience to attendees.

Our sponsors have traditionally sent higher caliber, experienced team members to attend CATAPULT, knowing they will contribute authentic knowledge and robust participation.

- Establish their business operations level.
- Teach them evolved processes & practices.
- Teach them how to string together PSA components and create proper workflows.
- Provide them with configuration, usage methods, and programming guidance.
- Show them how to enable automation, workflow rules, and data consistency, using templates.
- Demonstrate new and tailored data mining techniques, using views, KPI dashboards.
- Upskill them with power tips, tricks, and shortcuts.
- Evolve their understanding of a best-in-class tech stack and the opportunities they create.
- Prepare them to see tangible, measurable results.