

## New Alliance with Service Leadership, Inc. Brings World-Class Benchmarking to Sea-Level Operations' Clients

*Industry leaders collaborate to deliver high-performance benchmarking and operational best practices to MSPs and IT service providers worldwide*

Plano, TX and Sumner, WA – September 30, 2017 – [Service Leadership](#) and [Sea-Level Operations](#) today announced a strategic alliance that brings Service Leadership Index® benchmarking to Sea-Level's clients worldwide.

Under the new agreement, the IT industry's premier financial and operational benchmark, the Service Leadership Index®, is now offered as part of Sea-Level Operations' MSP coaching strategy and operational excellence best practices. Sea-Level Operations' clients will participate in Service Leadership's core offering, the confidential, quarterly Service Leadership Index report, which provides 80 critical best-in-class metrics, enabling performance improvements in all areas of the business.

"We're excited to team with Sea-Level Operations," said Paul Dippell, CEO of Service Leadership. "This strategic alliance enables Sea-Level to better assess their client's starting point, diagnose areas of benefit and risk, take effective action and measure progress over time. We look forward to delivering the most accurate and actionable benchmark in the business to Sea-Level, its talented consulting team, and its valued clients."

Available worldwide, Sea-Level Operations coaching services are designed to meet the needs of VARs, system integrators and other technology companies, such as office equipment dealers, who are seeking to add managed services or transform to a managed services-centric business model. Additionally, emerging and established MSPs also benefit dramatically from the best practices, business acumen and technical experience and expertise provided by Sea-Level Operations' coaching staff.

"This alliance is a powerplay for Sea-Level Operations' channel partners, providing them access to the industry's leading benchmarks and game-changing best practices," said Rex Frank, President and CEO, Sea-Level Operations. "The proven operational and financial methodologies offered by our two firms goes unrivaled. Our shared vision of MSP success is grounded by operational excellence and driven by profitable growth and the ability to deliver an exceptional and consistent client experience unlike any other. We're excited about this alliance and the benefits it brings to our clients."

Differentiating its expertise, Sea-Level Operation's coaching staff is comprised of action-minded industry experts with experience in building best-in-class MSP operations and ongoing training on how best to lead (listen, educate, assess and deliver). "Sea-Level Operations' pragmatic,

approach helps minimize risk and speed results for emerging and established MSPs alike,” said Dippell.

“Service Leadership’s high-performance benchmarking speeds time to value for our clients and offers us the visibility we need to build on our client’s success now and in the future,” concludes Frank.

For more information about Service Leadership and Sea-Level Operations visit [www.service-leadership.com](http://www.service-leadership.com) and [www.sealevelops.com](http://www.sealevelops.com).

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#### **About Service Leadership, Inc.**

Founded in 2001 in Plano, TX, Service Leadership is dedicated to providing total profit solutions for IT Solution Providers, directly and through industry consultants and global IT vendors. The company publishes the leading vendor-neutral, Solution Provider financial and operational benchmark worldwide: Service Leadership Index®. This includes private diagnostic benchmarks for individual Solution Providers and their business coaches and consultants. The company also publishes SLIQ®, the exclusive web application for partner owners and executives to drive financial improvements by confidentially assessing and improving their Operational Maturity Level®. Service Leadership also provides individual management consulting engagements for Solution Providers from US\$50mm to US\$3bb in size, as well as executive/industry best practices education and speaking. Visit [www.service-leadership.com](http://www.service-leadership.com).

#### **About Sea-Level Operations**

Sea-Level Operations provides trustworthy, business-building guidance to IT service providers and managed service providers (MSPs) nationwide who want to achieve operational excellence and increase profitable growth. To speed time to value for its clients, Sea-Level Operations combines its extensive industry knowledge, contacts and relationships with an impressive, well-documented “Sea-Level Library” containing proven industry best practices around MSP policy and procedure. With decades of experience and real-world success, Sea-Level Operations’ coaching staff offers customizable 1:1 expertise to help clients achieve and exceed their business goals and objectives. For more information contact Sea-Level Operations at 855-473-2538 or visit [www.sealevelops.com](http://www.sealevelops.com).

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