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**Innovative Peer Group Program from Service  
Leadership Helps Boost Profits**

**Program Designed to Accelerate Profit Growth for IT Solution Providers**

DALLAS, TX; MAY 6, 2008---Service Leadership, Inc. has announced a limited number of openings for new members in an exclusive executive peer group program for IT Solution Providers, the [Service Leadership Index™ Groups](#). Launched in 2004, this innovative program reduces the time and risk involved for Solution Provider executives to materially improve their financial performance. Solution Providers interested in joining an existing group are encouraged to apply for membership by May 30.

"Solution Providers are hungry for real world ways to improve their companies' profits, cash flow and stock valuation," notes [Paul Dippell, CEO, Service Leadership](#). "That trend along with our industry experience and unbiased approach to critical business intelligence is driving increased demand for our Index™ Groups program. Our clients tell us that Service Leadership's peer group program is unique in the industry because it enables Solution Providers to cut their risk and the time it takes to improve their financial results in half."

**Success Factors for Profitable Growth**

As businesses increase their dependence on IT, demand for top tier Solution Providers is growing. Consequently, opportunities for growth and profit are greater than ever for today's Solution Providers. For example, four year net income growth for the best-in-class Solution Providers across the U.S. was 632% higher than the average Solution Provider, while their four year revenue growth was more than 391% higher, according to Service Leadership Index™ Solution Provider Profitability 2007 Report™. To achieve this kind of success, a Solution Provider must have the ability to manage their existing business more effectively while simultaneously charting a clear and risk-managed path for the next level of growth. Where do Solution Provider executives turn for actionable insight on how to develop sound growth strategies that drive their businesses to the next level?

Studies show that developing unique, self-branded offerings drives higher profitability for Solution Providers. However, most Solution Provider executives are busy running their day-to-day operations with limited opportunities to gain fresh perspectives from industry-savvy peers and experts. Time-starved executives are looking for a faster way to gain exposure to industry best practices that will help them make the most of their existing offers and build highly profitable service practices.

**Best Practice Resources to Increase Profitability**

In the past, Solution Provider execs have relied on industry vendors or executive business groups for best practice insights and resources. Realizing that they are already too dependent on industry vendors, Solution Providers are seeking out alternative best practice resources they can rely on to help successfully build their own vendor-neutral brand, value propositions and services. Local business best practice

groups, such as YPO, can add value but do not provide the industry-specific insights that Solutions Providers need to rapidly grow their profits.

Solution Providers who participate in peer group programs specific to their industry over a three year period can increase their profits two to three-fold versus companies who do not participate in peer groups, according to Service Leadership research. Programs like Service Leadership Index™ Groups offer C-Level executives an un-biased, affordable way to fast-forward their plans for growth and increased profitability. For example, members of a Service Leadership Index™ Group meet four times a year to work in a small, close-knit group of peer Solution Provider executives from non-competing geographies. The confidential sessions facilitated by seasoned industry executives are designed to quickly bring participants up to speed on the key business levers they can adjust to meet their profit and growth objectives. Participants also gain valuable insight by comparing their operational and financial results against three important industry peer groups 1) Solution Providers in the participant's specific Index™ Group 2) all Solution Providers benchmarked across the country and 3) best-in-class Solution Providers with business models similar to the participant's.

"Clients tell us that our program goes significantly beyond other types of 'one size fits all' executive peer groups," notes [Karen Marino, Senior Client Advisor, Service Leadership](#). "We equip them with the actionable insight they need to make more money for their companies while providing a unique forum for developing valuable relationships with other executives who face similar challenges. We also deliver important tools to our participants like the quarterly benchmarking reports that objectively show how the individual Solution Provider measures up against similar peers. These reports also spotlight the practices that truly drive profit and reduce risk." For more information about Service Leadership Index™ Groups, contact Karen Marino [karen.marino@service-leadership.com](mailto:karen.marino@service-leadership.com); 972.798.1288 x 110.

Service Leadership is a management advisory firm dedicated to providing total profit solutions for IT Solution Provider companies. Each Service Leadership advisor has over twenty years of executive experience leading successful IT Solution Provider companies. In addition to offering the Service Leadership Index™ Groups program, the Company publishes and sells the only vendor-neutral industry business benchmarking reports available to Solution Providers: the Solution Provider Profitability Report™, the Solution Provider Compensation Report™ and the SMB Managed Services Report™. The Company also provides mergers and acquisitions advisory services and management consulting as well as executive and industry education services.

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