



Next-Gen MSP Education: IT By Design Launches Build IT University to Accelerate Industry Growth

Using Build IT event as launching pad, ITBD opens MSP-specific online education university

Jersey City, NJ—Sept 1, 2020—[IT By Design](#) (ITBD), a market leader for providing engineering talent to IT service providers, has launched an MSP-focused online education community, [Build IT University \(also known as Build IT U\)](#). Grown from the roots established with IT By Design's inaugural [Build IT event](#), Build IT U is a 3-tier, membership-based community focused on driving MSP business excellence through educational content, shared best practices, and peer-to-peer accountability. Build IT U is committed to accelerating the growth of the MSP industry through expert educational content and peer engagement, bridging the gap between knowledge and MSP success.

At Build IT U, MSP leaders can find curated, high-quality, MSP-specific content in one simple membership model, with fresh educational offerings each week. Layered through that is the accountability, networking, and experience of being part of a community and having insightful conversations in subject matter-specific online forums.

The online university offers courses focused on nine essential business topics and delivered by industry experts. Each course aligns with actionable templates relevant to today's MSPs—exactly what MSPs have come to expect from IT By Design. All the content offerings—from live courses hosted online to collateral such as infographics and white papers—can be used immediately in any MSP business.

“As an MSP ourselves, we understand the many facets that contribute to the success of an MSP,” explains Kam Kaila, President, IT By Design. “Our focus on nine building blocks of entrepreneurial excellence will accelerate every business—whether you are an MSP just getting started or a mature, seasoned business. There is quite literally something for every owner, every learning style, every MSP practice—all geared toward driving growth and profitability.”

Timely, Challenging Content to Drive Lifelong Learning

“When talking to cutting-edge leaders, no matter their age, the one thing they have in common is learning. Some read, some listen, but all share a passion for lifelong education,” says Sunny Kaila, CEO, IT By Design. “During the uncertainty of 2020, we learned that those business leaders who challenge themselves to innovate and bring passion to their teams are leading companies that will succeed—even in difficult economic times. Build IT U provides relevant, MSP-specific learning opportunities not currently found in the industry. We expect MSPs will find exactly what they need to stabilize and then accelerate their growth right here behind a single pane of glass.”

Benefits include:

- A single destination for tried and tested leadership lessons and inspirational peer connections
- Curated content focused on nine essential elements of business success
- Flexible options for learning—from print to audio to online courses
- Networking and peer accountability to challenge your growth and measure your success with a cross-section of the industry
- Actionable educational content focused on current MSP challenges

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- Access to co-branded or white-labeled collateral to use with end-user customers for thought leadership
- Three levels of membership to fit every need

To learn more about joining, sponsoring, or becoming an educator with Build IT U, visit BuildITU.net.

About IT By Design

With more than two decades of experience as a technology services provider—first as an MSP, and then for MSPs—IT by Design (ITBD) continuously helps clients navigate the transforming technical landscape. As the authority on MSP-trained technical talent, we understand the challenges our customers face when looking for great team members. We bridge that gap through a variety of solutions: dedicated staffing, 24x7x365 NOC services, helpdesk solutions, and professional services. We guarantee accountability, reliability, and integrity. Headquartered in New Jersey, ITBD also has two facilities in India. Learn more about how we can help your MSP scale successfully at www.itbd.net