



Phone +61 2 6884 6884  
Fax +61 2 6885 6884  
Mobile +61 418 628 439  
[www.smallbusinessrules.com](http://www.smallbusinessrules.com)  
[sales@smallbusinessrules.com](mailto:sales@smallbusinessrules.com)

**For Immediate Release**

Contact: Mathew Dickerson  
[mathew.dickerson@smallbusinessrules.com](mailto:mathew.dickerson@smallbusinessrules.com)  
Mobile: +61 418 628 439

**Small Business Ru!es Launches SLAM Book in Las Vegas**  
*Highly successful Managed Services DVD now released in print*

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Today, Mathew Dickerson, founder of Small Business Ru!es, officially launched his new book, '*SLAM: Service Level Agreement Model*', from the entertainment capital of the world, Las Vegas. The official launch occurred at the famous Four Seasons hotel on the Las Vegas Boulevard at 1pm PDT at the company's booth in the Kaseya Connect 2008 user conference.

"The SLAM book is the culmination of five years of research on Managed Services and over three years of practical experience from AXXIS Technology and SLAM DVD users," said Mathew Dickerson, the author. "The feedback at this early stage has been incredibly positive and I look forward to helping many IT businesses transition their business model in the future."

The book was officially launched by Dan Shapero, Senior Vice President of Marketing for Kaseya. "Mathew Dickerson is a pioneer in the Managed Services space", said Mr. Shapero. "His SLAM book is an essential read for anyone in the industry."

According to respected industry analysts, Managed Services represents an area of huge growth for IT Service Providers. Gartner Research Services has predicted that the Managed Services model will continue to grow at a compound annual rate of 10% making it the fastest growing component of IT outsourcing. IDC ranked IT outsourcing growth second in its Top 10 predictions for 2008. Forrester Research Inc. estimates IT outsourcing results in savings of 12% - 17%, making it a key area of focus for CIOs and CEOs seeking to improve their bottom line.

Evidence of the momentum in the Managed Services space is the fact that SLAM listed on Amazon one week before the launch date and has already made an appearance in Amazon's Top 3000 bestseller list.

Mr. Dickerson is well known in the international IT scene as the founder and Managing Director of AXXIS Technology, a service oriented Managed Services Provider (MSP) started in 1989 and located in regional Australia. AXXIS Technology has claimed 18 national and international awards over recent years with the highlight being the Microsoft Worldwide Partner of the Year Award collected in Boston in 2006.

Mr. Dickerson writes the fortnightly column '*From the Coal Face*' for '*Computer Reseller News*' and is the editor of '*Regional Business Magazine*'. He released the SLAM DVD early in 2006 and that has been sold to IT Providers in over 12 countries.

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Media enquiries to Mathew Dickerson: [mathew.dickerson@smallbusinessrules.com](mailto:mathew.dickerson@smallbusinessrules.com) or +61 418 628 439.