



Business Management

New Descriptive Product Names

A portfolio of solutions that help TSPs efficiently run day-to-day operations with front and back-office integrations

Current Name	New
ConnectWise Manage	ConnectWise PSA™ <i>(PSA = professional services automation)</i>
ConnectWise Sell	ConnectWise CPQ™ <i>(CPQ = configure price quote)</i>
ConnectWise Cloud Console	cloud billing
ConnectWise Unite	cloud billing
ConnectWise User Centric	user billing
ConnectWise Chat Assist	chat
ConnectWise Campaign	marketing campaign management

SmileBack™, a ConnectWise solution	Name kept as is. A standalone brand owned by ConnectWise.
BrightGauge™, a ConnectWise solution	Name kept as is. A standalone brand owned by ConnectWise.
ITBoost™, a ConnectWise solution	Name kept as is. A standalone brand owned by ConnectWise.
Service Leadership, Inc.®, a ConnectWise solution	Name kept as is. A standalone brand owned by ConnectWise.
Wise-Sync™, a ConnectWise solution	Name kept as is. A standalone brand owned by ConnectWise.

Unified Monitoring and Management

New Descriptive Product Names

A portfolio of solutions that help TSPs monitor, troubleshoot, and back up customer endpoints and data.

Current Name	New
ConnectWise Automate	Name kept as is.
ConnectWise RMM	ConnectWise RMM™ <i>(RMM = remote monitoring and management)</i>
ConnectWise Recover	BCDR (competency) <i>(BCDR = business continuity and disaster recovery)</i>
ConnectWise Recover Continuity	ConnectWise Continuity Backup™
ConnectWise Recover Backup	ConnectWise Backup™
ConnectWise Recover SaaS	ConnectWise SaaS Backup™ <i>(SaaS = software-as-a-service)</i>
ConnectWise Recover Complete BDR	ConnectWise Co-Managed Backup™
New Solution	ConnectWise Access Management™

ConnectWise Control™	Name kept as is.
R1Soft™, a ConnectWise company	Name kept as is. A standalone brand owned by ConnectWise.



Integrated Expert Services

New Descriptive Service Names

A portfolio of managed services that solve TSP staffing issues or otherwise support TSP teams and their clients.

Current Name	New
ConnectWise Assist	Integrated Expert Services
ConnectWise Assist NOC	ConnectWise NOC Services™ <i>(NOC = network operations center)</i>
ConnectWise Assist SOC	ConnectWise SOC Services™ <i>(SOC = security operations center)</i>
ConnectWise Assist Help Desk	ConnectWise Help Desk Services™
ConnectWise Assist Dedicated Tech	ConnectWise Dedicated Technician™
ConnectWise Assist Tech Advantage	ConnectWise Project Assistance™

Cybersecurity Management

New Descriptive Product Names

A portfolio of solutions that help TSPs protect their client's most critical business assets.

Current Name	New
ConnectWise Fortify	Cybersecurity Management
ConnectWise Fortify SaaS	ConnectWise SaaS Security™
ConnectWise Fortify Assessment	ConnectWise Risk Assessment™
ConnectWise Fortify Protection	ConnectWise Endpoint Policy Management™
ConnectWise Fortify Endpoint	ConnectWise MDR™ <i>(MDR = managed detection and response)</i>
SIEM Only powered by Perch	ConnectWise SIEM™ <i>(SIEM = security information and event management)</i>
Co-Managed SIEM powered by StratoZen	ConnectWise Co-Managed SIEM™
Network Threat Detection by Perch	ConnectWise Co-Managed SIEM™
ConnectWise Identify	ConnectWise Identify Assessment™
New Solution	ConnectWise Incident Response Service™
New Solution	ConnectWise Vulnerability Management™
New Offering	SASE by ConnectWise + Exium <i>(SASE = secure access service edge)</i>
New Offering	Identity Management by ConnectWise + Evo