

Trusted partners fuel growth and extend customer experience.

Never have to say no to a customer.

There's nothing quite as disheartening as having to say no to a customer—or worse yet, a prospective customer. For many managed services providers (MSPs), distance or specialty technology needs can derail a great client pitch and mean the end to an opportunity. But for members of Trust X Alliance, a technology industry peer-to-peer community facilitated by Ingram Micro, that roadblock has all but disappeared. Instead, a close-knit, trusted circle of peers—nearly 400 in all—have transformed the way they do business, turning partnership into a cornerstone of their success.

Projects outside an immediate geography can be challenging.

For Joshua Fristoe, who launched MSP Kosh Solutions with partner Koert Council in 2005, that ability to tap into the Trust X Alliance community has turned obstacles into opportunities. Even with four locations—three in New Mexico and one in Colorado—projects outside their immediate geography can be challenging.

For example, a few months ago, when a podiatry client expanded by acquiring several specialty offices in Southern Colorado, Fristoe paired up with Denver-based Trust X Alliance member Platte River Networks to help align the new locations with the customer's existing infrastructure. "With the help of Brent Allshouse and his

team, it was easy to get those locations linked in, tuned up and into the standard layout for hardware and infrastructure," explains Fristoe. "It helped that they were close to the locations, but more so that we could trust them to do the same level of work as our own team."

While a quick internet search could reveal local IT providers to assist Kosh Solutions, Fristoe explains that working with known peers provides peace of mind. "We know the community has skills and coverage, enough so that any client that we find, we feel confident taking on. There aren't many opportunities we can't go for now that we have the community behind us."

In early 2018, Ingram Micro invested in migrating the Trust X Alliance community's collaborative efforts to Webex Teams (formerly Cisco Spark), enabling quick, easy communication between all Trust X Alliance members and driving additional partnership opportunities. "We use that tool constantly to ask questions and to connect with our partners throughout the community," explains Fristoe.

While partnering for expanded growth opportunities is an elemental part of the Trust X Alliance value, Fristoe also depends on the community to help build a stronger business. "We joined Mastermind [within Trust X Alliance] because we wanted to be a higher-performing MSP. That group's advanced level of business acumen is invaluable," says Fristoe. "There are a lot of problems



Trust X Alliance turns partnership into a cornerstone of success.

Joshua Fristoe Partner, Kosh Solutions

in our business that others have already solved, and vice versa. Having that group to go to gives us all a great chance to learn and grow.”

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Fristoe admits that when Kosh Solutions joined the community about eight years ago, he didn't expect Trust X Alliance to become such an integral part of his business—and its success. “I feel that, at this point, we know each other's businesses well enough that we could step in and run them if we needed to, which is incredible. And I can say without hesitation that we've become one of the fastest-growing companies in Albuquerque because of our community. It has helped us be functional and successful; it's truly part of our recipe for success.”

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