

Trusted partners can be a vital new business tool—and help overcome obstacles to landing new assignments

Never miss out on an opportunity

The last thing a managed services provider (MSP) wants to do is say no to a business opportunity.

But geographic distance or lack of specific technology expertise—or both—can present significant obstacles to sealing the deal.

Fortunately, these are obstacles the 340 or so members of Trust X Alliance don't have to deal with. This technology industry peer-to-peer community facilitated by Ingram Micro allows MSPs to draw on other members' resources, expertise and geography to capitalize on opportunities wherever and whenever they present themselves.

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The expertise of partners you trust is indispensable

An existing customer, a sports company that had recently expanded into facilities management, asked Commandare Technologies, a Quebec-based MSP serving SMBs, to provide internet and wireless access to a college dormitory. But Commandare didn't have expertise or certification in that area, so it called on a Trust X partner that does, Informatique Inpro. Another plus was Inpro's proximity to the customer.

"We know and respect one another," says Patrick Racine, Commandare's owner.

"We don't white label Inpro's services. Our partnership is fully transparent to the customer, and we wouldn't have it any other way. Knowing we have Wi-Fi experts we trust servicing the customer two hours away is an endless source of peace of mind."

More than partnering opportunities, membership means the chance to share best practices

"Trust X Alliance has become essential to Commandare's business," explains Racine. "As a member of Mastermind, a group within Trust X, we can take advantage of others' collective knowledge and insights to continually improve our business model."

"Inpro has been a member of Trust X for more than 10 years," says Alain Girard and Yves Boissonneault, two principals of the company. "Being able to share best practices with other successful MSPs has made us much better at what we do."

"Through Trust X, Commandare has also developed a closer working relationship with vendors and Ingram Micro—it's great having the opportunity to draw on their resources and expertise," adds Racine. "I can honestly say that without our involvement in Trust X Alliance, we wouldn't be where we are right now."

Girard agrees. "The business and technical insights we get are critical to our success."

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