

By drawing on each other's expertise, trusted partners can offer their respective customers more comprehensive services.

And have the opportunity to learn from one another.

Two New Jersey solution providers, Baroan Technologies and Managed Business Communications, are long-time business associates and Trust X Alliance members. They're also excellent resources to call on when customers need a specific kind of expertise.

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"Awhile back, I learned of a challenge one of our large enterprise customers was having," explains Anthony Rivers, manager of technology solutions at Managed Business Communications. "A small select group of users weren't getting the support they needed. These particular individuals handle the operations and assets of the company's founders and wanted the flexibility to be able to operate autonomously from any location, which the current system didn't offer them. While we had been providing mail-hosting services for this group of individuals, they were searching for a company that specializes in cloud and white glove managed services."

"We sat in meetings that the customer had with different providers as they went through the vetting and design planning process. After several of these meetings, we could see that the solutions being presented to them were overengineered and less than ideal. Our company specializes in core infrastructure and doesn't have a managed services practice, so it wouldn't have been a fit for us to step in. However, we did know of a partner who could properly address the needs of our customer while strengthening our overall relationship with them. We were able to bring in Guy Baroan and his team at Baroan Technologies to take over the operations and support for us."

#### **A relationship based on shared values and trust**

"The core values we share within Trust X Alliance and the relationship we've formed over the years gave us full confidence that our customer would be in good hands," says Rivers. "And we were right. Guy and his team stayed on the project and knocked it out of the park. At the end of the day we were able to find a better way to help our customer address something they'd been prospecting for a while. This stopped them from bringing in a third party we didn't trust and us having to worry about them encroaching on the rest of our relationship with the customer. Having a TXA affinity group partner like Baroan, we don't have to be concerned with that."

"This isn't just a one-sided relationship," explains Guy Baroan, president of Baroan Technologies. "We go to Managed Business Communications to help us address many of our customers' infrastructure needs, cabling issues and more. We've done a lot of business together in the past."



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### The value of Trust X Alliance membership

Not only has the Trust X Alliance community given them the opportunity to meet and develop a strong personal and professional connection, it has also provided valuable educational opportunities and sharing of best practices. Rivers recalls how a few years ago, he worked with another Trust X member to develop a plan on how to market IT services to K-12 customers. "We leveraged each other's knowledge and resources to figure out the best approach to reach a market we didn't have a lot of experience with."

Baroan remembers a speaker he heard at one of the Trust X Alliance events who spoke about important IT trends and offered insights into topics like the cloud and proprietary software that he had little knowledge of at the time. "Her predictions were spot on, and she really opened my eyes to a lot of new areas to pursue in growing my business. I've had many other learning opportunities through Trust X Alliance over the years. I've also had opportunities to deepen my relationships with Ingram Micro and their vendor partners, which has given me exposure to a lot of new products and best practices."

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