



TRUST X ALLIANCE

Building relationships to create opportunity

Founded in 1998, it's become one of the most prominent and prestigious member-led networks in the technology industry—a community of solution partners, top-tier manufacturers and Ingram Micro, committed to collaboration and sharing of best practices.

Here's what it means for you.



[Click here](#)

Unbiased help and advice, on demand 24/7, from colleagues who experience the same challenges as you



[Click here](#)

Collaboration with a team that's committed to your financial and personal success



[Click here](#)

Accountability with your peers for improving your business



[Click here](#)

Events that give you the opportunity to learn and improve (not just sales pitches)

A growing worldwide network, united by a sense of purpose and commitment

Individually we're strong. Collectively we're extraordinary.



“Twenty-five percent of our business comes through Trust X partnerships.”

Ben Gower, CEO
Perspicuity, Yeovil, U.K.

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“I went directly to Trust X Alliance and asked for help because I knew, inherently, whomever I found through the community was someone I could trust.”

Jamie Doherty, President
R2UT, Boca Raton, FL

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“Trust X embodies exactly that type of commitment between members, vendors and Ingram Micro.”

Patrick Racine, President
Commandare Technologies, Laval, QC, CDN

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UP NEXT

The core values we share



Building relationships creates opportunity



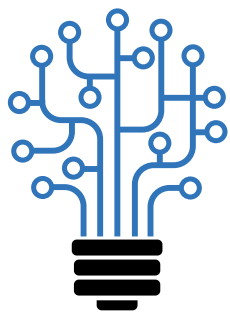
The core values we share

Sharing core values strengthens our commitment to one another



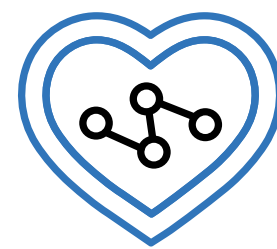
Accountability

We're reliable and 100% engaged. We actively participate, partner and share our insights and experiences—and give back to the communities in which we operate.



Innovation

We refuse to settle for the status quo—maintaining a growth mindset and pursuing profitable growth opportunities focused on mutually beneficial partnerships, business models, technologies and markets.



Integrity

We're honest and transparent with one another, never wavering from our core values.

We keep the business needs of all stakeholders—partners, vendors and Ingram Micro—top of mind in everything we do.

Our mission, our vision, our goal

We're a powerful network of elite technology service providers whose mission is to enable businesses to be more successful through the use of technology. Trust X Alliance will be the most prestigious seal of approval sought in a business partner. Grow together—work together, learn from each other and partner purposefully.

UP NEXT

Membership offers you many rewards—personal and professional

2

The core values we share



Membership offers you many rewards—personal and professional

Exceptional IT professionals join our community to increase their scope and reach through partnerships with their members—with the confidence of knowing they’re backed by Ingram Micro, a global leader in IT sales, services and distribution.

Trust X Alliance recognized in 2020 CRN Partner Program Guide

Exciting news!

Trust X Alliance was recognized again in CRN's Annual Partner Program Guide, which identifies the strongest and most successful channel partner programs for IT products and services. You can check out the full press release here.

[Get the full story](#) ▼

The reach is global— a collection of the best IT talent in the world



[Download the infographic](#) ▼

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How to become a member

3

Membership offers you many rewards—personal and professional

How to become a member

Connect with like-minded professionals— join the Trust X Alliance Community

As a member, you have additional options available to you:

As a Trust X Alliance member you can take advantage of several opportunities, depending on what best meets your business needs and objectives.

AFFINITY

TRUST X ALLIANCE™

Affinity—larger peer groups (up to 20 companies) that are structured based on shared interests and business models to provide exclusive, high-value business meetings.

An additional investment

MASTERMIND

TRUST X ALLIANCE™

Mastermind Peer Groups—provide a framework for peer-to-peer group interaction that allows business owners to serve as a Board of Advisors for each other, driving accountability and sharing advice.

Let Steve Dastoor of Citon Computer tell you all about it:

[Learn more](#)

An additional investment

SALES ADVANCE

TRUST X ALLIANCE™

Sales Advance—Trust X Alliance members are embracing a new, highly effective program to improve their sales efforts and win new business. Sales Advance introduces a systematic, structured and collaborative approach to prospecting. Think of it as Trust X Alliance for your sales teams.

[Learn more](#)

Membership Requirements

- Ingram Micro must be your primary distributor—combined annual product and service sales of \$500,000 for primary markets and \$300,000 for secondary/tertiary markets.
- Company must have clearly defined business unit/department leads and management team.
- Company must be transacting on Ingram Micro Cloud Marketplace.*
*U.S. Federal Affinity group members are excluded from this requirement. Instead, they must:
 - Have a federal focus of 50% or more
 - Fully comply with NIST 800-151 standards and have a counterfeit parts control and prevention program in place
- Primary contact/C-level or business unit leader participation is required.
- Participation: Affinity group and Mastermind members must be present for all four in-person meetings.
- Must have current member approval.

“If you want to stop repeating avoidable mistakes, save time and money—and truly improve yourself and your company—Trust X Alliance is for you. Start at your pace and know we’re there to help you win the race.”

Mark Essayian, Council Member

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Interested to find out if you qualify?

4

How to become a member

Interested to find out
if you qualify?

Schedule a call to find out
channel.communities@ingrammicro.com



We look forward to getting you connected.

We look forward to getting you connected

5

Interested to find out
if you qualify?
