



## CRN Names True|IT To Its 2021 MSP 500 List

**FARGO, N.D., February 16, 2021** –True|IT, Technology that Works announced today that [CRN](#)®, a brand of [The Channel Company](#), has named True|IT to its 2021 Managed Service Provider (MSP) 500 list Elite 150 category. The list, released annually, recognizes the leading North American solution providers that have demonstrated innovative and forward-thinking approaches to managed services. These services help end users improve operational efficiencies and navigate IT solutions' ongoing complexities while maximizing their IT investment return.

With cutting-edge approaches to delivering managed services, MSPs have become an integral part of the success of businesses worldwide. They help empower organizations to leverage complex technologies, keeping a strict focus on their core business without straining their budgets. CRN's 2021 MSP 500 list identifies the market's key managed services players who are setting themselves apart with best-of-breed solutions that provide the business outcomes customers need.

The MSP 500 list is divided into three sections:

- The MSP Pioneer 250, recognizing companies with business models weighted toward managed services and primarily focused on the SMB market.
- The MSP Elite 150, identifying large, data center-focused MSPs with a strong mix of on-premises and off-premises services.
- The Managed Security 100, recognizing MSPs focused primarily on off-premises and cloud-based security services.

True|IT was chosen for its cloud-first and mobility-focused approach to IT. Since its founding, True|IT has prioritized next-generation technologies and digital transformation. This approach to technology empowers their employees and helps their clients grow their businesses.

"Effective MSPs enable companies to focus on their core objectives while improving the quality and reliability of their cloud computing capabilities," said Blaine Raddon, CEO of The Channel Company. "The solution providers on CRN's 2021 MSP 500 list deserve recognition for their innovative and forward-thinking approaches to managed services, and the ability to optimize operational efficiencies and systems to maximize return on investments."



"I'm so proud and excited to see our team recognized for their amazing efforts delivering value and security to our clients. They truly care, and it shows each and every day in their work," said's Zac Paulson, CEO of True|IT.

The MSP 500 list was featured in the February 2021 issue of CRN and online at [www.CRN.com/msp500](http://www.CRN.com/msp500).

### About True|IT

True|IT is headquartered in Fargo, ND, and has been accelerating our clients' business technology since 2012. We have provided business information technology services, solutions, and consulting for small to mid-sized organizations. True|IT serves more than 800 businesses across the United States. True|IT specializes in managed service provider solutions, eliminating the day-to-day stress of managing and supporting your business's technology environment. [www.trueit.com](http://www.trueit.com)

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### About The Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers, and end-users. Backed by more than 30 years of unequaled channel experience, we draw from our in-depth knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. [www.thechannelcompany.com](http://www.thechannelcompany.com)

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