



MSP 501  
Channel Futures.

## **True IT Ranked on Channel Futures MSP 501—Tech Industry's Most Prestigious List of Global Managed Service Providers**

*Annual MSP 501 Identifies Industry's Best-in-Class Businesses  
Growing Via Recurring Revenue and Innovation*

August 11, 2021: True IT has been named one of the world's premier managed service providers in the prestigious [2021 Channel Futures MSP 501 rankings](#).

True IT has been selected as one of the technology industry's top-performing managed services providers by the editors of Channel Futures. For the past 15 years, MSPs from around the globe have submitted applications to be included on this prestigious and definitive listing. The Channel Futures MSP 501 survey examines organizational performance based on annual sales, recurring revenue, profit margins, revenue mix, growth opportunities, innovation, technology solutions supported, and company and customer demographics.

Managed services providers that qualify for the list must pass a rigorous review conducted by the research team and editors of Channel Futures that rank applicants using a unique methodology that weighs financial performance according to long-term health and viability, commitment to recurring revenue, and operational efficiency.

[Channel Futures](#) is pleased to name True IT to the 2021 MSP 501.

"Being recognized as one of the top MSPs globally is an honor. However, when a team of dedicated individuals commits to act as one... the sky's the limit."

— Zac Paulson, CEO, True IT

"This award reflects our team's commitment and dedication to providing the best possible service to our clients and living out our mission by caring for each client and making a difference."

— Wes Henry, President True IT

This year's list attracted a record number of applicants and was one of the most competitive in the survey's history. Winners are being recognized on the Channel Futures website and will be honored at a special ceremony at the MSP Summit held Nov. 1-2 in Las Vegas as part of the Channel Partners Conf. & Expo.

Since its inception, the MSP 501 has evolved from a competitive ranking into a vibrant group of innovators focused on high levels of customer satisfaction at small, medium, and large organizations in the public and private sectors. Today, many of their services and technology



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offerings focus on growing customer needs in the cloud, security, collaboration, and support of hybrid workforces.

"The 2021 Channel Futures MSP 501 winners are the highest-performing and most innovative IT providers in the industry today. They stand head and shoulders above the competition," said Robert DeMarzo, vice president of content for the Channel Futures and Channel Partners Conference & Expo division of Informa Tech Channels. "Coordinated by Channel Futures MSP 501 editor Allison Francis, this year's list was one of the best on record."

"Vendors that are aligned with the Channel Futures MSP 501 are driving a new wave of innovation in the industry. Through their partnerships, they are demonstrating a commitment to moving the MSP and entire channel forward," said Kelly Danziger, general manager of Informa Tech Channels. "We extend our heartfelt congratulations to the 2021 winners and gratitude to the thousands of MSPs that have contributed to the continuing growth and success of the managed services sector."

The MSP 501 winners will be recognized at the MSP 501 Awards Gala at the [Channel Partners Conference & Expo / MSP Summit](#), Nov. 1-4, in Las Vegas.

The complete [2021 MSP 501 list](#) is available on Channel Futures' website.

### **Background**

The 2021 MSP 501 list is based on confidential data collected and analyzed by the Channel Futures editorial and research teams. Data was collected online from March 1-May 24, 2021. The MSP 501 list recognizes top managed service providers based on metrics, including recurring revenue, profit margin, and other factors.

### **About True IT**

**True IT** is a Managed Service Provider that is headquartered in Fargo, ND. Since 2012, we have been accelerating our clients' business technology. We know IT can be frustrating and overwhelming. At True IT, we have helped hundreds of clients bringing orders to their IT. However, we believe that you deserve reliable IT. With True IT, you can stop stressing over the chaos and get in control of your technology and focus on what matters — growing your business. Visit our website [www.trueit.com](http://www.trueit.com) to take your first step to True IT.

### **Media Contact**

Steve Sjoberg  
Marketing Manager, True IT  
[Steven.Sjoberg@trueit.com](mailto:Steven.Sjoberg@trueit.com)

### **About Channel Futures**



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**Channel Futures** is a media and events platform serving companies in the IT channel industry with insights, industry analysis, peer engagement, business information, and in-person events. Our properties include Channel Futures MSP 501, recognizing the most influential and fastest-growing providers of managed services in the technology industry, Channel Futures DEI 101, honoring and celebrating those who have often been under-represented in tech channels; Channel Partners Events, delivering unparalleled in-person events, including [Channel Partners Conference & Expo](#), [The MSP Summit](#), and [Channel Evolution Europe](#); and DEI Community Group, our initiatives to educate, support, promote, and sustain diversity, equity, and inclusion (DEI) in the IT channel industry. Channel Futures is part of [Informa Tech](#), a market-leading B2B information provider with depth and specialization in the Information and Communications (ICT) Technology sector. We welcome 7,400+ subscribers to our research every year, more than 3.8 million unique visitors a month to our digital communities, 18,200+ students to our training programs, and 225,000 delegates to our events. Channel Futures is where the world meets the channel; We are leading Channel Partners forward. More information is available at [channelfutures.com](http://channelfutures.com).

**Media Contact**

Ginette Andre  
Associate Marketer, VIP Relations  
[ginette.andre@informa.com](mailto:ginette.andre@informa.com)

Allison Francis  
Editor, Channel Futures and MSP 501  
[allison.francis@informa.com](mailto:allison.francis@informa.com)