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CRN Names a COUPLE of GURUS To Its 2021 MSP 500 List

Minneapolis, MN, February 16, 2021 – a COUPLE of GURUS announced today that [CRN](#), a brand of [The Channel Company](#), has named a COUPLE of GURUS to its 2021 Managed Service Provider (MSP) 500 list in the **Pioneer 250** 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 the ongoing complexities of IT solutions, while maximizing their return on IT investments.

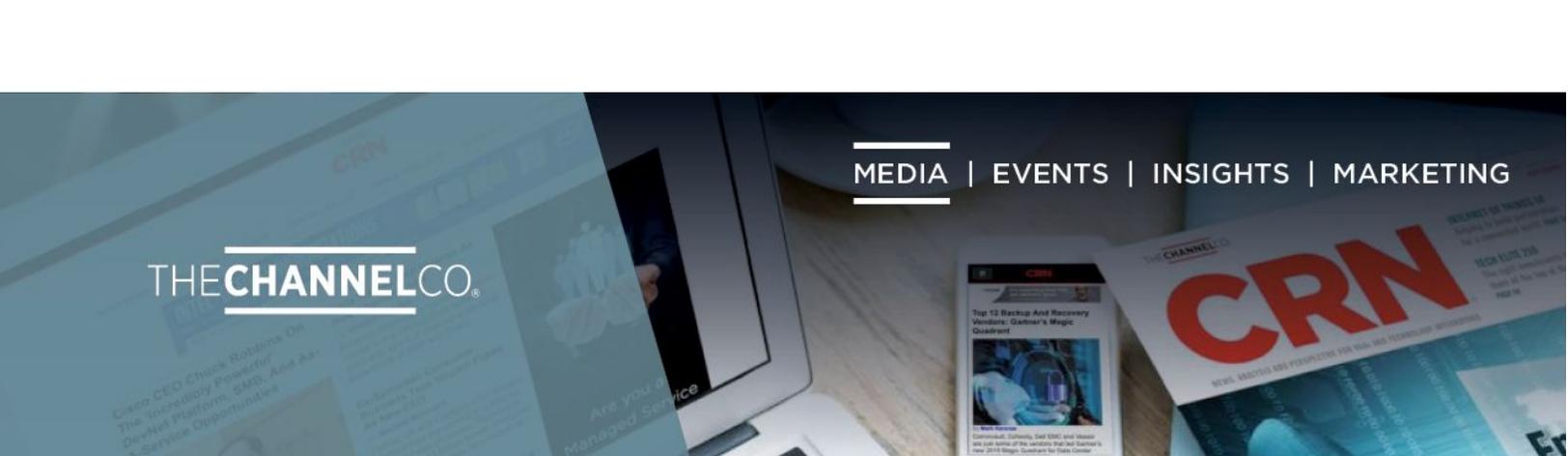
With cutting-edge approaches to delivering managed services, MSPs have become an integral part of the success of businesses worldwide. They help empower organizations to leverage complex technologies, keeping a strict focus on their core business without straining their budgets. CRN's 2021 MSP 500 list 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 largely focused on the SMB market; the MSP Elite 150, recognizing large, data center-focused MSPs with a strong mix of on-premises and off-premises services; and the Managed Security 100, recognizing MSPs focused primarily on off-premises and cloud-based security services.

We distinguish ourselves from other providers by utilizing a more personal touch. Our team puts a strong emphasis on clear and open communication so we can best get to know our clients and their needs. Strong relationships lead to successful partnerships, and we love nothing more than growing and having fun alongside our clients.

“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.”

“We’re very proud to make this list. We’ve worked hard at creating service offerings that meet our client needs.” - Keith Schoolcraft, Chief Guru



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The MSP 500 list will be featured in the February 2021 issue of CRN and online at www.CRN.com/msp500.

About a COUPLE of GURUS

a COUPLE of GURUS™

a COUPLE of GURUS is a Managed IT Services Provider (MSP) based in Minneapolis, Minnesota. Our team helps clients get the maximum value out of their IT so they can pursue their goals with every advantage available, without the fear of technology breakdowns or cyberattacks.

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 unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. www.thechannelcompany.com

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