



FOR IMMEDIATE RELEASE

TAG and The Consortium Join Forces to Advance the Office Technology Industry

TAG to Help Consortium Members Diversify Revenue Streams with Managed IT Services and Cloud Solutions

San Diego, CA, November 22, 2021 — Technology Assurance Group (TAG), an organization of leading managed technology services providers representing \$800 million in annual products and services, announced today that the company is joining forces with The Consortium, a think tank for the Imaging Channel, consisting of a group of industry leaders that aims to help the channel grow and thrive. The objective of the strategic partnership is to help Consortium members profitably add new revenue streams from the sale and deployment of managed IT services and cloud solutions.

"TAG is honored to join the Consortium and be among the top organizations serving the imaging channel," said Dale Stein, Co-founder of TAG. "Office technology dealers must diversify their revenue streams and capitalize on their phenomenal relationships with their customers. Managed IT services and cloud solutions provide an avenue to do just that. TAG has transitioned hundreds of organizations to profitably sell and deploy managed IT services beginning 18 years ago. We have a proven process that works and has been very effective for office technology dealers that TAG already serves."

The Consortium is assembled by Mike Stramaglio, President and CEO of Stramaglio Consulting, in order to establish an open collaborative platform that enables the Imaging Channel to embrace and lead Digital Transformation (DX).

"We welcome Dale and TAG team to The Consortium," says Mike Stramaglio. "Managed IT Services is one of growing opportunities for the channel and TAG can help the office technology dealers turn themselves to managed technology service providers with their proven programs for increased profitability." Gavin Williams, Partner and Business Development at Stramaglio Consulting added, "Combining TAG programs with the other members' solutions and services, I am excited with this significant opportunity to deliver our Business Agility Package to the channel."

Since 1998, TAG has been increasing the profitability and productivity of organizations that integrate all technology solutions including IT, cloud-based technologies, cybersecurity,

telecommunications, AV, video surveillance, access control and managed print. Members benefit from best business and management practices, advanced sales training programs and processes, in-depth financial analysis and industry benchmarking, professionally led business group interaction, marketing and lead generation programs, and strategic partnerships with technology manufacturers. As a new member of the business agility solution group, TAG is expected to collaborate with other industry experts in The Consortium to deliver solutions that meet the channel needs for digital transformation.

-###-

About TAG

Founded in 1998, Technology Assurance Group is an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$800 million in products and services. TAG Members integrate all technology solutions including IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control and managed print. Please visit <https://www.tagnational.com/> to learn more.

Contact:

Brian Suerth
brian@tagnational.com
858-946-2112

About Stramaglio Consulting LLC

Stramaglio Consulting is committed to taking imaging channel businesses to the next level with a focus on new technologies, innovation and consulting services. Its founder, Mike Stramaglio, is a well-known and respected industry leader with more than 40 years' experience in the office imaging technology channel. Most recently, he was president of MWA FORZA with Konica Minolta after its acquisition of MWA Intelligence, the company he founded in 2006. To learn more visit <https://stramaglioconsulting.com/>.

Contact:

Mike Stramaglio
mike@stramaglioconsulting.com
650-888-9645

Follow us here!

