



MSP Titans of Industry Awards 2025

**Managed Service Provider Titans of Industry Awards Finalist**

October 1, 2025

**Find one.** Not just any IT firm. A vetted, battle-tested, shape-shifting force that’s survived decades of disruption. That’s how *Transformers 8: War of the Titans* opens—and it’s how our story begins.

In a world where technology evolves faster than most can adapt, only the true Titans remain. Not because they’re the biggest. Not because they shout the loudest. But because they transform—again and again—without losing their core mission.

Matrixforce is proud to be named a finalist for the **MSP Titans of Industry Award** in the **Industry Longevity** category. And if you’ve ever wondered what it takes to stay relevant in this space for nearly half a century, buckle up. This isn’t just a timeline—it’s a transformation saga.



Transformers 8 War of the Titans

### **1978: Origin Spark**

Our journey began in the printing industry. Back then, we were providing travel agent forms and reselling Apple products—yes, before it was cool. The world was analog, and we were helping businesses digitize their forms and processes. But then came the barcode revolution. Retail was changing, and we saw the writing on the wall—or rather, the code on the label.

We pivoted. Printing presses and Apple were left behind. We transformed into a barcode printing and data collection powerhouse, serving Fortune 500 manufacturing and distribution clients.

That was our first transformation. From print to data. From analog to digital.

MSP  
*TITANS*! Awards  
OF THE INDUSTRY

2025 FINALIST

**Kevin Fream**

*Matrixforce*



**Industry Longevity**

Kevin Fream Matrixforce CEO - MSP Titans of Industry Awards Finalist 2025

**2003: Flat Cost Revolution**

In a world addicted to the billable hour, we broke the mold. **No more hourly rates. No more surprise invoices.** We went all-in on flat cost pricing.

At the same time, we shifted from reselling products to delivering services. We introduced the **Delta Method**—our proprietary approach to implementing projects on time and on budget in 15–30 days, with upfront deliverables for each phase.

While competitors were busy stacking more tech, we were eliminating half of the environment. Less complexity. Less risk. More value.

## **2008: Ice Apocalypse**

Then came the storm. Literally.

In 2008, Oklahoma was buried under six inches of ice. Power was out across the state. On-premise email and file servers were down. Even local data centers couldn't onboard new customers.

We had been pre-trained in Windows Server and Exchange for years, but this was different. We couldn't stomach the helplessness. We needed a better way.

So we embraced Microsoft's first cloud offering: **BPOS** (Business Productivity Online Suite). It was bold. It was early. But it was the right move.

When another ice storm hit in 2009, our clients didn't miss a beat with Office 365. Email? Online. Files? Accessible. Work? Happening anywhere there was power and Internet.

That moment defined us. We weren't just an MSP. We were a transformer—adapting to serve, no matter the conditions.

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## **Today: Cloud Titans**

Fast forward to now. Matrixforce is a prominent **Direct Microsoft AI Cloud Solution Provider**. We've navigated every major industry shift:

- From printing forms to barcode systems
- From NetWare and OS/2 to Windows NT
- From on-premise servers to cloud and cybersecurity

We've evolved not just to survive—but to lead.

And we're not done.

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## **Critical Mission: Help 1 Billion People with Streamlining Technology**

Our mission is simple but bold: **Help 1 Billion people with streamlining technology.**

Not protect. Not patch. Not panic.

## **Streamline Your Technology.**

Because technology should make life easier—not harder. It should reduce risk—not introduce it. It should improve business—not just maintain it.

We're not here to sell fear. We're here to eliminate it.

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## **Titan Mentality**

Being a Titan in the MSP industry isn't about brute force. It's about transformation.

It's about seeing the shift before it happens. It's about making bold moves when others hesitate. It's about staying true to your mission while evolving your methods.

We've done that for nearly 50 years. And we're just getting started.



Titans Seal

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## Final Thoughts

To be named a finalist for the **MSP Titans of Industry Award** is an honor. But it's also a reminder.

A reminder that longevity isn't luck—it's leadership. That relevance isn't random—it's resilience. That success isn't static—it's strategic transformation.

We've been many things over the years. A printer. A reseller. A barcode expert. A Microsoft pioneer. A cloud leader.

But through it all, we've been one thing above all else: **A transformer.**

And as we continue our mission to help 1 Billion people with streamlining technology, we invite you to join us.

Because in the war of the Titans, the real victory is helping others win.

For more thought leadership, follow [Kevin Fream](#).