

## MEDIA CONTACT

Allison Francis  
New Charter Technologies  
[afrancis@newchartertech.com](mailto:afrancis@newchartertech.com)  
319.572.2145

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### **New Charter Technologies Launches FrontRunner™ Maturity Model at Channel Futures Leadership Summit**

*Assessment tool designed to help MSPs redefine excellence in the IT Industry*

(Denver, CO) October 25, 2023 – [New Charter Technologies](#), a portfolio company of Palo Alto-based private equity firm Oval Partners, is proud to announce the launch of the [FrontRunner™ Maturity Model assessment tool](#). This innovative toolkit goes beyond 'operational/financial maturity' and includes a series of comprehensive questions aimed at assessing maturity across four key dimensions: business efficiency, people, client experience, and growth.

The FrontRunner Maturity Model assessment tool is set to provide managed service providers (MSPs) with a clear roadmap for continuous improvement, and aims to establish a fresh standard for excellence within the dynamic landscape of the IT services industry.

New Charter Technologies is all about supporting the entrepreneurial journey and improving the quality of IT businesses within the industry. It is believed that by working together to raise the standards, a meaningful difference can be made for everyone involved. The FrontRunner Maturity Model is based on a holistic view that defines “what good looks like” for a sustainable MSP. By sharing the expertise and the operational advantages that New Charter has gained from deeply assessing and improving operations within their 24 leading MSPs, the company aims to benefit all MSPs and their clients.

"We believe that excellence in the IT industry is not a fixed point but a dynamic journey," says Mitch Morgan, CEO, New Charter Technologies. "The FrontRunner Maturity Model assessment tool is our commitment to empower MSPs, redefine what 'good' means, and elevate the quality of IT businesses. The model goes beyond a traditional metrics approach and actually describes the behaviors and processes that best-in-class companies utilize."

"The Maturity Model assessment is not just about assessing where you stand; it's about discovering your path to long-term sustainability in what matters most for MSPs," says Peter Melby, CRO, New Charter Technologies. "We've distilled proven data and metrics from our successful acquisitions to help you create a more sustainable MSP business model. We encourage those attending the Channel Futures Leadership Summit to take part in this enlightening experience."

We recognize the importance of driving the industry forward collectively, and that's why we're thrilled to introduce the FrontRunner Maturity Model assessment tool at the upcoming [Channel Futures Leadership Summit](#). This invaluable tool will be a focal point of our "Become a FrontRunner" sessions, a key component of the MSP Mentor Series at the summit.

Key Takeaways for Attendees:

1. The FrontRunner Maturity Model assessment tool: Attendees will have the opportunity to explore their businesses through this assessment tool. It goes beyond mere financial metrics, encouraging leaders to answer thought-provoking questions on their operations.
2. Benefiting All Channel Partners: This tool is not exclusive to pure-play MSPs; it caters to all channel partners, whether they operate as VARs, IT consultancies, communications partners, technology advisors, cloud service providers, or solution providers.
3. Proven Data and Metrics: The FrontRunner Maturity Model assessment is rooted in best-practices data and metrics collected and analyzed from our organization's acquisitions.

By taking the FrontRunner Maturity Model assessment, attendees will gain valuable insights into how they can elevate their operations, surpass industry benchmarks, and create a more sustainable MSP business model.

Be sure to attend the following sessions at the conference:

- [The MSP Mentor Series: Become a FrontRunner: Understanding the Paths to Business Efficiency](#)
  - Chris Luise, Group President, New Charter Technologies
  - Tuesday, October 31 at 11:05 a.m.
- [The MSP Mentor Series: Become a FrontRunner: Understanding the Paths To Excellent Client Experience](#)
  - Mitch Morgan, CEO, New Charter Technologies
  - Tuesday, October 31 at 2:05 p.m.
- [The MSP Mentor Series: Become a FrontRunner: Understanding the Many Paths to Growth](#)
  - Peter Melby, Chief Revenue Officer, New Charter Technologies
  - Wednesday, November 1 at 11:05 a.m.
- [The MSP Mentor Series: Become a FrontRunner: The Maturity Model Assessment Results](#)
  - Chris Luise, Mitch Morgan and Peter Melby, Len DiCostanzo, CEO, MSP Toolkit
  - Wednesday, November 1 at 1:30 p.m.

*\*Note: This final session is a culmination of the prior three, and will delve into your Maturity Model results in real time. This session is a unique opportunity to assess your standing in comparison to your fellow partners.*

New Charter Technologies is excited to contribute to the industry's growth and success, and we invite all Channel Futures Leadership Summit participants to join us in this journey.

For more information, please visit the [Channel Futures website](#) and make sure to attend the "Become a FrontRunner" sessions at the Channel Futures Leadership Summit to take part in this transformative experience.

**About New Charter Technologies**

New Charter Technologies is building a caliber of business the IT industry hasn't yet seen. Serving small-to-medium sized businesses in 10+ industries across North America, we deliver best-in-class technology solutions to propel our clients into the digital world. Learn more at [newchartertech.com](http://newchartertech.com).

**About Oval Partners**

Oval Partners is a multi-family office investment firm designed to provide liquidity, growth, capital and acquisition funding to founders of growing businesses across North America. Oval's capital base is permanent—it is committed, unencumbered and unconstrained in terms of holding period. Oval offers the capabilities and capital of a private equity fund, but the mentality, partner orientation and investment time frame of a private holding company. Oval's principals have completed more than 100 transactions involving platform investments, acquisitions, exits, and re-financings. Oval focuses on making investments in the tech-enabled services, information services, internet, software/SAAS, and industrial technology markets. New Charter embodies the essence of Oval's targeted "buy and build" strategy in attractive, service-oriented, niche end markets. For additional information, please visit [ovalpartners.com](http://ovalpartners.com) or contact Dan Escovitz at [descovitz@ovalpartners.com](mailto:descovitz@ovalpartners.com).