

# Network News



## Special points of interest:

- 2006 Summit
- New benefits Aberdeen & The Buying Group
- New Members & Sponsors
- Review of Presidents Vision
- SIA Executive Roundtable recap
- Open Service PR Campaign

The Mission of SIA is to serve as a forum where every member can enhance their business and to take collective action for the betterment of the industry whenever necessary.

## 2006 Summit moves to Mirage

By Claudia J. Betzner

The location for the 2006 Summit has changed as a result of additional hurricane fallout from the most active hurricane season in history. The South Seas Resort on Captiva Island cancelled on November 14 after losing their contractor and falling behind schedule. Many of you will be pleased we will again be in Las Vegas, the site most of our attendees prefer.

**We will be back at Mirage on March 5—7, 2006. Please mark your calendar.**

We have a great agenda with a theme “The Power of Partnerships,” which will look at how partnerships are created, what makes them profitable, what works, what does not work. We will also analyze how partnerships have changed over the last 10 years. Roundtable discussions will include subjects like “What Customers expectations and perceptions are today about service and how to bridge the gap between expectations and reality.” Go to [www.servicenetwork.org](http://www.servicenetwork.org) to register where the latest information will be listed.

### **An Interview with our President, John Rinas**

In the spring John stated some of his goals for the association and below is his update:

More Interaction with Members, more knowledge sharing—“The SIA Roundtables have worked great to expand membership, knowledge and more interaction. We have brought in Consultants to Chair the meetings for a broader view of the industry.”

Increase participation with other associations, groups—“Board members have been assigned to speak at other events such as AFSMI and we continue to participate with other events such as W B Research events like INTERLOG and 2006 Field Service.”

Increase Membership—“We will have over 20 new Company members by yearend plus several new sponsors, which is the most active membership in many years. To increase the valuable networking within SIA, I challenge each Member Company to bring in other companies they do business with. I highly recommend you participate in the Open Service PR campaign. This is valuable work we are doing in the industry and your participation will assure the success of this program.”

Increase Member Partnering and teaming—“One of the teaming

efforts with other members netted a new contract valued at \$1.4 million”.

“Our marketplace is continuing to change where customers want more for less with one stop shopping and they are not as bound by limitations as they were in the past, therefore I believe we have captured the essence of this in our agenda and focus for the 2006 Summit, which is THE POWER OF PARTNERSHIPS. Today we must be more creative with our partnerships and that seems to be the biggest change in our industry, how our partnerships have changed and how our growth and profitability is tied to the success of those partnerships. The 2006 SIA Summit will look at the success and failures of partnerships, what we need to do in the future to increase the profitable ones and know when to eliminate the ones that are not so profitable. Please join me and your Board in Las Vegas on March 5th through the 7th. We would also like to hear from you on what your expectations are for our association and **what Industry segments you would like to see added.**” You can always reach me at

[jrinas@servicenetwork.org](mailto:jrinas@servicenetwork.org).

## New Members

First Source, Inc.  
Ryzex Repair, Inc.  
Skill Medical Technology  
Technology in Medicine  
Halifax Corporation  
Getronics  
Maintenance Alternatives  
Corp.  
Index Computer Remar-  
keting  
New This Year  
 ComputerPlus Sales & Srv  
 NER Data Products  
 Northside Hospital  
 Patton Consultants, Inc.  
 SoftTech Solutions  
 System Design Advantage  
 Terix Computer Service  
 United Service Network  
New This Quarter  
 Service Strategies  
 The Sales Performance  
 Group  
 Choice Logistics  
 BMC Solutions  
 Oakley Printer Repair  
 Services Revenue Newsletter  
 QualxServ



Aberdeen will present a 10-year study at the 2006 Summit on how partnerships have changed in the Service Industry

## New Silver Sponsor

**Paladin Consulting, Inc.** has continuously provided U.S. companies up to Fortune 500 with personal service and technology solutions, IT project services, and targeted staff support across multiple vertical markets for over 20 years. **Customers view Paladin as an extension of their own organizations.**

Headquartered in Dallas, Texas, Paladin delivers flexible outsourced solutions. Paladin serves a wide range of technology areas including hardware deployment, hardware break-fix and design of IT and communications systems. In addition to meeting customers' staff support needs, Paladin regularly supplies larger scale project services to address specific business opportunities.

Paladin services have included .Net developers for a local insurance agency; multi-state, nationwide IT service

personnel for a Fortune 100 corporation; and nationwide support, software, DBA, and business analysts for a large U.S. government contractor. Paladin has clearances to place technology professionals in defense, avionics, and other markets where security is of the utmost importance.

Paladin qualifies as a woman owned business.

### ***Small business to Fortune 100 expertise.***

Paladin's customers range in size from local to multinational firms, from small businesses to large corporations. Paladin services have included .Net developers for a local insurance agency; multi-state, nationwide IT service personnel for a Fortune 100 corporation; and nationwide support, software, DBA, and business analysts for a Fortune 50 U.S. defense contractor.

## Aberdeen Reports available to members

Two reports are free to members. Several emails went out to our membership over the past month.

**The Emergence of the 'Chief Service Officer'** – Senior-level service executives are leading the charge for service-driven revenue growth, profitability, and competitive advantage. Find out how senior service management can help impact top-line performance gains. Service and support professionals in product-dominant companies are stepping up to a pressing challenge: **Grow revenues and beat competitors** by leveraging the service organization.

In short, inexorable market pressures are forcing companies to think and act more strategically in the area of post-sales service

The Emergence of the Chief Officer: <http://www.aberdeen.com/link/sponsor.asp?cid=1973>

**The Service Parts Management Solution Selection Report** – The definitive handbook for companies evaluating solutions to help them automate service parts planning and execution to better forecast and optimize inventory levels and execute on distribution plans.

According to a new Aberdeen "solution selection" research study, enterprises should scrutinize the following aspects of any service parts management (SPM) solution currently under evaluation: application usability and scalability; ease of deployment; total cost of ownership; relevant customer references and deployment track record; and a provider's financial viability. Moreover, avoiding a singular focus on the feature/function equation remains key.

The Service Parts Solution Selection Report: <http://www.aberdeen.com/link/sponsor.asp?cid=2025>

These free Aberdeen reports are available to SIA members for a limited time only.

## Open Service PR Campaign

Your Board of Directors is working on a PR campaign to promote Open Service. You should have received the following letter in the mail. Please be sure to respond to this important work on behalf of our industry.

**Dear SIA Member:**

**The Board of Directors of the Service Industry Association has been working on your behalf to promote the concept of "Open Service" in the market place. The SIA Board concept of "Open Service" is to give the purchasers of field and depot services the ability to choose their service provider and not be forced to use only the OEM or the OEM's designated service provider.**

**In the past several years the SIA Board has promoted the concept of Open Service at our Annual Meetings and Executive Roundtables, and through our Quarterly Newsletters and Open Service Committee. The SIA has joined in several lawsuits by filing "Friend of the Court" briefs to attempt to end some OEM practices that hinder Open Service. While the Board's efforts have had some impact there is much more work to be done before the concept of Open Service is a reality.**

**The purpose of this letter is to seek your financial assistance, as a member of the Service Industry Association, to enable SIA to become more proactive in our drive to create an Open Service Market. Our goal is to raise \$50,000 by our annual meeting next February to be used in calendar year 2006 to implement a marketing campaign supporting the concept of Open Service. The monies would be used for press releases to major industry related trade journals promoting the concept of Open Service, for work with key legislators in both house of Congress who support the concept of open service, and for joint initiatives with other related trade associations to promote the concept of Open Service.**

**In order to achieve our goal of \$50,000 we are asking each of our members to donated a minimum of \$400 toward this effort. If we were to receive \$400 for each member company we would achieve our goal of \$50,000. The Board of Directors of SIA has unanimously pledged that level of support on behalf of their companies. The Board will give the membership a monthly update of how each dollar is being spent through the Quarterly SIA Newsletter and a full up-date at the February 2006 SIA Annual Meeting.**

**Please help support our Open Service initiative and send a check today. Make checks payable to the Service Industry Association and put "Open Service Initiative" in the memo portion. With your help we can ensure that our customers reserve their rights to select the service provider of their choice. Your support in the very important program would be appreciated.**

**Sincerely,**

**Claudia Betzner, Executive Director for the SIA Board of Directors  
Board of Directors:**

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### **IT Service Group**

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**V.P Membership** Jon Scott, Sr.

**S.I.G.** Randy Parks, Director IT Services Diebold—I.S.S.

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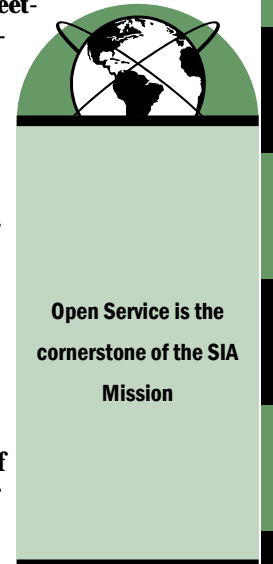
### **Medical Service Group**

**EX V.P.** Ray Zambuto, President CEO Technology in Medicine

**V.P.** Dr. Malcolm Ridgway, Sr. V.P. Masterplan

**V.P. Membership** Manny Roman, President DITEC

**S.I.G:** Open



Open Service is the  
cornerstone of the SIA  
Mission

## Executive Roundtable

On September 29, 2005 Roy Steele, Vice President of Patton Consultants Inc., presented an **Overview of Service Parts & Logistics** for the SIA Executive Roundtable in Dallas, Texas.

The session started by sharing some trends highlighting the significance of service parts as a very large portion of overall service business requirements. The investment in service parts has grown significantly in the past decade and is increasing at a rapid rate. In some equipment segments, the growth rates are slowing down, but in others, the emphasis on service parts will change the coming years.

Service parts continue to have a major impact on the balance sheet in many companies. Service Level Agreement (SLA) requirements have become more challenging with Same Day availability/ restoration requirements including more stringent four hour and two hour performance expectation and performance metrics on the increase.

Some recent statistics include the following:

- U.S. Bancorp - Service parts inventories are in the \$700B range and represent 8% of the gross domestic product in the USA alone.
- Gartner - Hardware maintenance and support is estimated at \$120 billion per year and is growing at a rate of 5.36%.
- AMR Research - Total idle inventory is \$1 trillion or approximately 1/6 the GDP. Service parts inventory exceeds \$194 billion.
- GM's aftermarket parts business alone would be number 300 on the "Fortune 500" company list.

Many service organizations contribute higher levels of profits to companies with average gross margins in the range of 30% and above in some companies versus product revenues of 20%, according to recent studies by AFISM International. AMR research reports that service sales provide 24% of corporate revenues and 45% of corporate profits. Forrester group reports that service will overtake products as a base revenue source for the manufacturers 2012.

### **Service Topics of Concern**

BearingPoint and APICS recently conducted a survey, with over 1100 responses to companies on their top topics of concern. Their concerns were ranked in the following order: Meeting SLA metrics 41%; Excess Inventory 30%; Configurations 18%; Supplier Network 14%; Field Returns 10%; Repair Operations 9%; Outsourcing 8%; Global Coverage 8%; Repair Capacity 8%.

### **Service Part Trends**

The next section of the discussion briefly described some of the more prominent trends in service parts from the viewpoint of business, customers, competition, and technology. They are: Acquisitions and Mergers; Asset Management; Comprehensive Support; Diagnostics and Technical Assistance; Ecology; eLogistics; Equipment Costs; Excess Hardware; ID Technology and Physical Controls; Information Role; JIT (Just in Time), and JIC (Just in Case); Market Value Changes

### ***Other Topics - Mileage***

- Mileage - Rate is increasing as a result of the rising costs of fuel costs going from 1.50 to 3.00 over the last year.
- The costs of living is expected to grow from an average of 2 - 3% over the past two years to over 5% next year as a result of rising fuel costs.
- Per mile government rate went from .40 in January to 48.5 beginning Oct. 1.
- Runzheimer will be invited to make presentation at 2006 summit.
- Lease costs routing is now prevalent with fleets.
- OEMs & ISOs will be rewriting contracts at annual renewal time to include escalation clause for fuel.

### ***Healthcare costs***

- With rising costs for employers in healthcare the following observations were indicated: Eligibility will be an issue; Employees will pay more with less services.

### ***People issues***

- Employee availability; Tech's readily available; Service Sales personnel availability problem
- More employers going to part-time help with less benefits but hourly rate is going up
- Fulltime rate is 3 ½ % turnover



SIA's Executive Roundtables are a popular event and held throughout the country quarterly.

# Certification

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Michael Blumberg, Chief Operating Officer



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## SIA Benefit—Cost-Effective Savings Program

In order to better familiarize our members with the many benefits of our new Affinity Program with The Buying Group; below are many common questions and answers.

**Q: Why should I participate in The Buying Group?**

A: The Buying Group has assisted many Trade Associations and their members save money on their day to day operational expenses through TBG's collective buying power. This is an opportunity for you to purchase products and services at significant discounts which are normally only available to very large firms.

**Q: What is my cost to join The Buying Group ?**

A: As a SIA Member, there is no cost to join The Buying Group. You may sign up and start saving immediately by going to:  
<http://www.thebuyinggroup.com/sia>

**Q: Which Suppliers are offered by The Buying Group ?**

A: TBG currently has 25 National Suppliers: STAPLES, ADP, DHL and BFI Waste Management are several of the suppliers. A complete list is available on the website:  
[www.thebuyinggroup.com](http://www.thebuyinggroup.com)

**Q: Am I required to purchase through these suppliers?**

A: No, although after comparing suppliers' pricing and services; we believe the savings will be compelling. Also, there are no minimum purchasing requirements.

**Q: What are the typical savings members are able to achieve?**

A: Savings range from several hundred dollars to several hundred thousand dollars per year per member. Savings will range by product or service and typically ranges from 15- 45%.

Below is a list of the most commonly used services and the savings TBG

1. **Office Supplies: (STAPLES)** 15%- 25%

2. **Courier & Freight: (DHL/EXPRESS 1)** 10 % -20%

3. **Employee Screening (ADP/AVERT)** 15%-40%.

4. **Waste Management: (AWIN/BFI)** 5-15%

5. **Payroll Processing: (ADP)** 15 %.

6. **Credit Card Processing: (Lynk Systems)** 10-15%.

day to day operational expenses?

The Buying Group's Mark Schiavone can be reached at 941-330-8050;  
[mark@thebuyinggroup.com](mailto:mark@thebuyinggroup.com)



**The Buying Group—a new partner of SIA with savings to you as a member. Get more info at their exhibit at the 2006 summit**

A complete listing of services can be found at [www.thebuyinggroup.com](http://www.thebuyinggroup.com)

### Buying Group Testimonials

**Office Supplies**  
The TBG/Staples program has been an excellent way for our company to save money, coordinate and monitor our remote office ordering and efficiently order via the internet. Our National Account Manager has been extremely helpful and easy to work with. We estimate we have saved over \$20,000 this year from this program.  
Joelle - New York

**DHL Courier**  
In addition to the ongoing shipping savings we receive, the savings alone on pick up fees will be over \$500 this year.  
Mack - Texas

**Credit Card Processing**  
Having a dependable, cost effective credit card processing partner is critical to running our restaurant. The TBG/ Lynk Systems' program saves us over \$350 per month and also allows us to utilize gift cards which generate additional sales.  
Ben - Florida

Why not save money on your

## **2006 Executive Summit for Service Leaders**

**The Mirage, Las Vegas March 5—7, 2006**

**The annual Service Industry Association Strategic Retreat Executive Summit for c-level executives**

✓ Theme: The Power of Partnerships

### **Sunday, March 5, 2006**

12:00 Annual Golf Tournament - SIA

6:30 P.M. Welcome and Networking Reception with Exhibitors  
(Vendor Showcase with promo opportunities and giveaways. Vendors ask to  
Provide giveaways and promote at this event)

### **Monday March 6, 2006 (Monday Session Strategic, Tuesday Service Delivery)**

7:00 A.M. Continental Breakfast with Table-top Exhibitors

8:00 A.M. **Welcome**

SIA Exec. Dir., Claudia Betzner, Summit Moderator

Definitions of Partnerships that will be discussed

8:15 A.M. **State of the Industry** –

M & A activity, growth percentages, consolidations, how the business has changed

9:00 A.M. **Keynote Address** – The Power of Partnerships

Scott Dougal, CEO IBM

9:45 A.M. **Break** (During the break questions will be gathered for the Panel)

10:00 A.M. **Power Panel** –

York, Jordan, Floyd, Dougal

11:00 A.M. **Partnering Trends - Aberdeen**

What has changed in last 10 years, comparisons, and trends

11:45 A.M. **Lunch – Vendor Sponsors get 5 minutes each**

12:45 P.M. **Medical – IT Convergence**

1:45 P.M. **Networks – Communications - Cisco - Nortel**

Address newest trends in networks from Corporations to the Hospital Environment

2:45 P.M. **Break**

3:00 P.M. **Developing Partnerships - Accenture**

(Accenture will discuss how they develop partnerships with their clients from  
Concept to implementation)

3:30 P.M. **Roundtable discussions**

(BREAK INTO 5 GROUPS WITH SUMMARY BY EACH GROUP LEADER)

- HOW IS THE COSTS OF HEALTHCARE AFFECTING YOUR BUSINESS
- HOW IS THE COSTS OF FUEL AFFECTING YOUR BUSINESS
- MEDICAL – IT CONVERGENCE
- NETWORKS

6:30 P.M. Reception and Networking Social – Attendees with Exhibitors  
(Drawings for Vendor giveaways)

**Tuesday, March 7, 2006 ( Service Delivery, Tactical)**

- 8:00 A.M. Continental Breakfast
- 8:30 A.M. **State of the Association** John Rinas, President
- 9:00 A.M. **Keynote** TBD  
Corporate Partnership Institute
- 9:45 A.M. **State of the Labor Market** Paladin CEO (IT) Stephens Int'l CEO (Med)  
Job Classifications, Availability of labor market, salaries – per hour ranges
- 10:45 A.M. **Break**
- 11:00 A.M. **Continue People Session** Runzheimer  
Complete analysis of effects of petroleum prices – mileage changes & charges for techs,  
Fleet Analysis, reimbursement policies, Lease/Costs routing for fleets
- 11:30 A.M. **Certification Rollout** John Hamilton, Pres., Service Strategies  
(The new certification program through SIA will be discussed)
- 12:00 **Lunch** – IT & Medical tables split within same room for breakout Session
- 1:30 P.M. **Breakout** wrap-up and discussion of what took place
- 1:45 P.M. **Logistics Trends & Partnerships** Joe Patton
- 2:30 P.M. **Partnerships to grow the business – Service Marketing** Al Hahn
- 3:15 P.M. Break
- 3:30 P.M. **First line of Defense Panel** - Managers  
**Two Moderators – IT & Medical**  
How do they deal with partnerships; what is happening in the field;  
Impact of what has been discussed; What do you see
- 4:30 P.M. **Wrap Up**  
[Final drawing – free attendance for 2007](#)
- 6:30 P.M. **Grand Finale** – Dinner and Networking Social

**To register go to [www.servicenetwork.org](http://www.servicenetwork.org)**

SIA has partnered with Field Service 2006—SIA Members get a 10% discount to attend. Dates are April 3—6 at La Costa, California. For more information on this event go to <http://www.wbresearch.com/fieldserviceusa/>

Service Industry Association

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