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# Network News



## Roundtables Resonate & Replenish Participants

By Claudia J. Betzner

The SIA Quarterly Executive Roundtables continue to resonate and replenish those that participate. The June meeting was held at Oracle in Orlando.

The topics for the June Roundtable included Professional Services—the Playing Field and Trends facilitated by Randy Parks; Identifying and selling the value in value adding services facilitated by Malcolm Ridgway; Metrics in Today's Marketplace with Service Requirements, Cost Drivers & Field Force Metrics facilitated by Chuck McNew; The final portion of session in the medical equipment maintenance outsourcing business was facilitated by Malcolm Ridgway. A complete review is included in this newsletter.

#### Special points of interest:

- Executive Roundtable review
- Committee Reports
- New Sponsor—Runzheimer
- New Board member announced
- New Sec-Treas. announced
- Oracle Corp hosts Roundtable
- Costs Savings—Vehicle Services—Runzheimer
- 2006 Executive Roundtables—dates
- Board email addresses included on Back Cover

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.

#### Schedule for the remainder of 2006 for the Board Meetings and Roundtables

September 14 & 15, 2006  
Philadelphia

December 7 & 8, 2006  
Orange County California

Please let us know if you would like an invitation to one of these meetings. The Customer will be the focus for the remainder of the roundtables:

- Customer Demand for real time access
- Implementing wireless connectivity
- Operating Costs
- Buying services from the customer perspective
- Selling Services from the ISO perspective

The quarterly SIA Board meeting, which was held in conjunction with the Quarterly roundtable included a presentation by Oracle, info on that is also included in this newsletter; the appointment of a new Board member; complete committee updates—the open service report and the PR Communication & Website committee reports are included; a review of progress on the 2007 summit—dates to be decided within the next six weeks but it will be in Las Vegas.

The Board meetings always include a strategic discussion on membership, the direction of the association, a complete financial review by the Executive Director and open discussions.

#### Jim Graham resigns as Board Member

SIA would like to thank Jim Graham, who recently resigned since he has now retired from active service. Kinetic Biomedical was sold to the Crothall Group in the fall of last year and Jim had been

a consultant since that time. Jim was very active in SIA as a Board member and he will be missed by all. **The Board voted unanimously to appoint Chuck McNew as the new Secretary Treasurer.**

#### Newly Appointed SIA Board Member

The newly appointed Board member in the Medical Group is Charles Garascia, Vice President & Director Engineering & maintenance for Medical Eqpt. Mgmt. Div. Hospital Shared Services in Colorado. Mr. Garascia has been with HSS 25 years with experience and degrees in Physics, teaching Biomed in College and Past President of CABMET along with membership in many other industry associations. HSS is the second largest hospital cooperative services in the US with 16 diversified service programs and over 2000 employees. They were ranked the 10th largest outsourcing firm in the country and the third largest clinical/diagnostic equipment maintenance contractor by total healthcare patients.

There remains one position open on IT and Medical. The Board voted to wait 30 days to submit appointment nominations to the nominating com-

### New Members

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#### SIA announces a new Sponsor—Runzheimer

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### Open Service Committee Report *Randy Parks, Chairman*

Our SIA Open Service Committee is standing by ready to support SIA members in the event that they encounter an anti-competitive practice within the high technology service marketplace. Our goal is to help create a "fair and level playing field" in the services environment and foster fair competition between manufacturer's service organizations (MSO's) and independent service organizations (ISO's).

We currently have funds amounting to \$1,600.00 in our committee "war chest" that will most likely be used towards a publicity awareness campaign at some time in the near future.

In the past two years our committee has accomplished a lot on behalf of SIA members. We worked closely with Blumberg and Associates to create a survey and white paper on the economical impact of unfair competition in the services marketplace. We also conducted an online survey of SIA members to help determine who members rated as the most "fair"

manufacturers in terms of service practices. Last but not least, we have developed definitions of "Open Service" and established a process for reviewing claims of unfair competitive activity on behalf of SIA member companies.

Our Open Service Committee includes the following members as of March 2006:

Tom Henry	NGCIS
Danny Duke	NGCIS
Marc Melkerson	Renova
Craig Youngblood	LMS
Randy Parks	Diebold ISS
Malcolm Ridgway	MasterPlan

The committee will hold a teleconference following the next SIA Board Meeting to review any additional assignments or new direction provided by the SIA Board. If you would like more information please contact Randy parks at (352)746-5452 or [randy.parks@diebold-iss.com](mailto:randy.parks@diebold-iss.com).

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## Oracle Corporation hosts SIA Executive Roundtable in Orlando

*Doug Morse – VP Delivery Operations and Planning, Oracle Support*

Timing is everything! No sooner did hurricane season open, but the first named tropical storm of the season took aim at Orlando Florida just before the scheduled SIA Executive Roundtable was scheduled to take place at Oracle's Orlando Support Center. We had volunteered to host this event at our facility but had no idea that the season would get off to such a quick start with Tropical Storm Albert. We were lucky with the weather as we not only missed the big storm but the weather provided us a brief respite from the normally hot and humid Orlando summer weather.

It was our pleasure to host and participate in this event. Oracle Support is the largest software support organization today with over 7000 support professionals worldwide supporting 270000+ customers in over 150 countries. We work with over 1.4 million service requests in 27 languages across more than 17 global support centers. Orlando is one of our largest centers with nearly 600 employees working to make customers successful.

It is part of our core values to help bring leadership to the services industry by working with leading industry associations, like the SIA. We took the opportunity to present to the SIA board members a brief overview of Oracle support and some of the leading edge work that we are doing in developing and operating our global support model in a very complex environment. We are focused on three key areas:

1. Ensuring our customers success by maximizing their ROI with Oracle products.
2. Being recognized as a leader in the Service Industry through innovation
3. Being the workplace of choice for employees who want a services career

We believe that supporting and participating with key industry associations helps us achieve our objectives in the three key areas. However, we feel that the major service industry associations do not collaborate enough to focus on common needs across the various memberships. Part of our involvement with the SIA and others is to help foster collaboration for the betterment of all services organizations and associations.

The common thread for our industry and our company is found in education for our future leaders and future employees. No one comes out of Universities today prepared to lead services organizations or to drive new services innovations. The leaders of today developed their skills through practical experience. How do we accelerate this education for our future leaders? How can we foster innovation and automation tools so that we can focus our highly skilled resources where we can add the most value to our customers? How do we use innovation and education to create sustainable growth and competitive advantage?

In the 1960's new education and innovation was introduced around an area of study that we now call "computer science". This came from a multi-disciplinary approach by industry, government and academia. Given that in today's world, aren't we missing something we might call "Services Science"? Could a new alliance between industry, governments and academia create new research and education to drive industry growth and innovation?

At Oracle, we are a leading part of such an alliance focused on SSME or Services Science, Management and Engineering. We are working with top companies in our industry, top universities and governments around the globe to drive education and innovation for the services industry. At the Orlando meeting we suggested ways in which the SIA could become a part of the alliance and add value to the SIA members and the industry as a whole. We hope that our participation at the executive roundtable fostered new thinking around these subjects.

We look forward to future meetings and SIA events and fostering greater partnerships across the services industry. The largest shift of labor in human history is underway today and it is headed towards services! Are we prepared? (If you are interested, do a web search on "Services Science", you will find a lot of information and research)



SIA-Oracle alliance could add value to our members and the industry

## SIA Quarterly Roundtable Review

### Session One—Professional Services

Playing Field and Trends – Randy Parks Facilitator

Identifying and selling the value in value-adding services – Malcolm Ridgway Facilitator

(Facilitators provide in-depth advance analysis and discussion material to the participants; usually these sessions are limited to 20 so if you are interested in the Sept. or Dec. you should call right away)

#### Key Comments from meeting:

- Outsourcing has changed dramatically over the last few years
- Now a broad range – could even be low-end
- Managed services are a subset of professional services
- Now being ask for one-stop shopping – management outsourcing functions
- Technology – Fear of future changes
- Are skill sets available on reduced workforce – partners sometimes competitors
- Service – anything you buy cheaper or better quality
- Strategy – Commodity determines costs
- AFSMI piece going from commodity to service
- Sometimes service providers/partners are pulled along – now you can be a part of someone else's solution
- Strategic partner to provide low costs solutions
- Who owns customer is an issue
- Customer has to see value or they will not pay
- Are you impacting or reacting
- Sell as separate product – bottom line savings instead of costs
- Look for partners not customers
- Understand customer's pain and that is the service you provide them
- Farmers are paid on yield – outcome; should service be the same way?

#### Wrap up of Professional Services – final comments from participants

- The Customer sets price based on value—Ray Zambuto
- Focus on support system – personally got lots of value from interactions – focus on infrastructure—Charlie Garascia
- Focus on your core competencies – that is what you do best – interaction with group a big plus – second attended – Marc Melkerson
- Quoted Renova example – Take your core competencies – what you do best and make that the service you provide – Doug Morse
- Branding very important – upselling of new services – first roundtable got a lot out of the networking – David Mohme
- We are commodity valued and driven, sometimes the circle takes you back to look at past employees for rehiring of new services not offered previously with skills available from previous employees – Jonathan Pine
- As a partner understand the issues – margins drive the project – Walter Bryant
- Value-adds, partners most important – likes that own piece of industry focuses on that – niche – Denise Harms-Campbell
- Understanding your customers pain is the new service you offer – C Betzner
- Value Proposition – commodity to real service – Eric Lien
- Nothing additional to add – John Walker
- Customer is asking can you do this – our typical response is “No” – we should listen to what they are asking, be open to request, can always partner with those that have the skill you lack – Alex Van Dijk
- Trust from Customer is key to success – “Build It” - Chuck McNew



SIA's next roundtable is September 14 in the city of brotherly love...Philadelphia. Call 619 221 9200 if you would like an invitation

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## Continue Roundtable Review

### Session Two—Metrix

**Today's Marketplace; Service Requirements; Cost Drivers; Metrics for the Field Force**  
- **Chuck McNew, Facilitator**

Comments & Conclusions from Part One Metrics – Chuck McNew

- Business Week article discussed on “Customer Rage” – Business is more focused on margins than cutting costs & providing service – Dell & Home Depot were discussed in article for a business model that worked and now competitors are offering the same business model that they no longer offer – Providing Customer Service
- Customer Elasticity important
- Price Points – look at and review
- Focus on Customer Satisfaction surveys to get immediate feedback – Gasparovic a resource – some pre survey every six months
- Oracle does 100% survey on every transaction – they get a 25% response

Book recommended by Doug Morse “Ultimate Question by Fred Rochelle

**Examples of metrics used in the medical equipment maintenance outsourcing business** - **Malcolm Ridgway, Facilitator**

1. Quality metrics reportable to the customer
2. Internal operating efficiency and internal quality metrics
3. Discussion points.
  - Good CS scores are vital (to maintain a positive quality service image); Flawless performance during the once-every-3-years JCAHO survey is absolutely essential
  - Is it good to offer performance guarantees even if the customer does not require them? They may provide the basis for (or even stimulate) financial penalties.
  - There are relatively few agreed-upon industry benchmarks

### Wrap up of Metrix session two – final comments from guests (non-Board)

- Intellectually exciting, new information, networking a key benefit of roundtable; value add – new ideas for customers; add professional services to each segment; Some manufacturers seen as fraudulent since they do not conduct preventive maintenance or check-ups – get state attorney generals involved - Charlie Garascia
- On a scale of one to five with five being the highest – I rate the SIA Executive Roundtable a five (5); networking and one to one great advantage—David Mohme
- Benchmark studies – Gartner mentioned; Blumberg for Best Practices
- This is the second roundtable attended but first with competitors and grassroots or others I do some business with; very effective when you have open discussions on a higher level—Jonathan Pine
- Discovered much new industry information from sessions, primarily medical since have not been exposed to that segment of the service industry—Marc Melkerson
- Appreciates the opportunity – important to have interaction with other executives and together find out how others solve problems different than you do – new solutions to old problems—Walter Bryant
- Discussing problems in the industry, brainstorming solutions very effective. Looking at problems in a different light with new solutions very good process—Denise Harms-Campbell
- One of the take aways – nuggets of valuable information is “How to measure Customer Satisfaction” and how others do that—Eric Lien
- What will the relevance be? Great ideas and information but recommend the following—Alex Van Dijk:

Group would like quarterly emails of the industry issues to membership with email addresses of Board published in newsletter – invitation for members to network with Board (see Board listing on back cover)



Roundtables are an important part of the association. The Customer will be the focus of the next roundtable & lead into the annual summit



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## Costs Savings Through an IRS-Approved Fixed & Variable Rate Program

*Eric Lien, Vice President—Business Vehicle Services, Runzheimer International*

### *The Changing Service Industry*

It's no secret: companies within the service industry face more challenges than ever . . . consolidation, intense competition, and heightened customer expectations, to name a few. At the same time, fears regarding industry commoditization are prevalent. Not surprisingly, executives must identify strategies to reduce costs, improve operational efficiencies, and allocate corporate resources effectively.

Finding opportunities to streamline within your vehicle expenses may not be your first thought. However, costs associated with maintaining and managing business vehicles are significant, particularly in companies with large field forces. Fortunately, there is a way that substantial dollars can be saved – *and other corporate objectives achieved* – as a result of implementing an IRS-approved Fixed and Variable Rate (FAVR) vehicle program.

### *Nontaxable, IRS-Approved Reimbursements*

Do the math first. Whether your organization maintains a corporate fleet, provides a flat allowance, or pays a cents-per-mile reimbursement, a comparative evaluation is the first step. Comparing your current business vehicle program to a FAVR program could demonstrate significant cost savings and elimination of unnecessary taxes.

That's because Uncle Sam, within the FAVR Guidelines contained in Revenue Procedure 2005-78, allows companies to provide *nontaxable* reimbursements to employees for driving their own vehicles for business purposes. This means that as long as FAVR Guidelines are met, companies are not required to withhold FICA, Federal, State or local taxes on reimbursements for business-related vehicle expenses.

### *Cost Savings and Much More*

A switch to a FAVR vehicle program can generate dramatic annual cost savings for your company. No longer will your company tie up valuable capital in fleet vehicles, or invest significant corporate resources to manage its vehicle program. Additionally, your organization's liability becomes limited to business hours, unlike corporate fleets in which risk exposure is 24/7. Other key corporate benefits include:

- Ability to direct corporate resources toward core competencies
- Elimination of idle vehicle costs
- Enhanced control over personal use expense
- Flexibility to adjust program standards at any time

In addition to receiving nontaxable reimbursements, your employees get to choose vehicles which best match their lifestyles and personal preferences. The end result is enhanced employee satisfaction.

### *Companies are Taking Notice*

Many organizations are making the transition to a FAVR program – with many positive results. Per Doug Dodge, WESCO Distribution, "WESCO simply did not want to be in the car business any longer. We also recognized that a flat allowance program wasn't an optimal solution either. Our drivers are happy because they can now select the vehicle of their choice, not drive a company-imposed car. By moving to The Runzheimer Plan, we significantly reduced our expense by \$1.3 million on an annual basis. This savings is delivered through elimination of idle vehicle costs, reduced program administration, lower insurance liability, and reduced expense reporting abuse."

\* \* \*

With industry challenges, come new opportunities to improve the bottom line and enhance your organization's competitive position. It may be time for your company to retire the fleet, forego the flat allowance, or move away from a cents-per-mile reimbursement. An IRS-approved FAVR vehicle program can be an effective way for your organization to reduce costs, minimize risk exposure, and retain your valuable employees.

#### **About Runzheimer International**

Founded in 1933, Runzheimer International serves 60% of the Fortune 500. Recognized for providing innovative solutions relating to total employee mobility, Runzheimer is the global leader in employee-provided business vehicle reimbursement programs and related services. For more information, visit [www.runzheimer.com](http://www.runzheimer.com) or contact us at 800.558.1702.

## PR, Communications, Website Committee Report *Ray Zambuto, Chairman*

As a result of the initiatives at the SIA Executive Summit and Annual Meeting in March 2006, a Public Relations and Website Committee has been formed. The initial membership in the committee includes Cheryl Watkins (OnForce), Eric Lien (Runzheimer), Mike Richards (Paladin), Cheryl Stang (Runzheimer), and Paul Violassi (Soft-Tech Solutions). Ray Zambuto is Chair, and Claudia Betzner is ad-hoc. The Committee's initial charge is to look at ways to improve the effectiveness of SIA communications to the members through the two primary vehicles of the Website and the Newsletter.

Timing and availability have been problematical, however two conference calls have been held in regard to the website. Members of the committee reviewed a series of fifteen (15) web sites of other associations in the service sector (not all high tech) and compiled a list of features that could be incorporated into the web site. The Board was asked to comment on the list at the meeting in June (in the follow up by the Board, a request was made for proposals and a budget).

The discussions and recommendations of the Committee for the web site are as follows, and in no particular order:

1. Testimonials – Consider the potential to have testimonials from members either as a section or distributed through the site
2. Rearrange assets into a more traditional multi page drill down format instead of a single long page. The home page is key – have a splash landing to SIA "About Us", separate landing pages for sub groups like medical, IT, etc. Use navigation bars at the top and left side instead of at the bottom of a long page.
3. Have a series of Directories: e.g. board, sponsors, members.
4. Members names can be accessed by the public, however any profile information (address, service, contacts, etc) are accessed in Members-Only password protected section. Include find-a-member by geography, service, etc. In member only section – members can put in needs for other members to respond to.
5. If you want service should be a "Click" function, by type of service – possibly with drill down.
6. Pictures are needed to liven it up. Include pictures of Board members to increase their visibility at events and allow members to contact them via email.
7. Real time functions are needed. Ability to apply to join or renew SIA on-line with Visa, MC, AmEx, etc is a plus. In the billing section allow for a billing address. Benefits of membership should be in this section for reference. Ability to see and contact SIA Business Partners. Conference registration also could be available on-line.
8. Ask members if they would link to SIA website

A survey of the SIA membership should be conducted to retrieve at least an open text list of suggestions for the web site and to focus members attention on this effort and create a sense of ownership and expectation in the project. The current web designers recognize the shortcomings of the existing site, which has grown by accretion rather than design and has not been re-vamped in many years. The Committee looks forward to the Boards comments and advice.

Respectfully Submitted,

Ray Zambuto, Chair  
 Medical Group Executive Vice President.  
**Raymond Peter Zambuto, CCE, FASHE, SHIMSS**  
**President**  
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