

# eNETWORK NEWS



## SIA Presents SSS: San Francisco, Singapore and South FL

*Publication sent to members electronically & on website* By: Claudia J. Betzner



### Special points of interest:

- 2013 Roundtable review San Francisco Sept; Singapore Late Sept; So FL Dec
- 2014 preliminary roundtable schedule
- 2014 Summit dates March 30, 31, April 1, 2014 at Mirage Las Vegas. Complete program on website. A few sponsorships still available
- New Members

**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.**

Over the past two months SIA has held two roundtables with 3rd December 5 from west coast to east coast to Asia Pacific. These top executive roundtables continue to be a great source of networking and sharing of vital service industry information on a face to face basis not available in any other venue or media. The San Francisco meeting included a briefing by the International Association of Cloud and Managed Service Providers on Cloud and Managed services. Second, U.S. Employment Classification Issues and Heightened Scrutiny by IRS of Independent Contractor Relationships was presented by George Kostakos of Onforce.

The Singapore Roundtable on September 26 topics included breaking into the Asia market, its challenges and opportunities. The second portion discussed logistical challenges in the APAC region. Both discussions were led by James Lim, Paul Lalli of Solid Systems Global. The last discussion led by Claudia of SIA discussed networking and partnering opportunities and synergies, issues all have in common that can be worked on together even for competitors. The final roundtable of the year December 5 in Hollywood Florida discussing a follow up to Managed Services in the Mobility world. This discussion on Mobile Device Management is led by Bill McCubbins of POSDATA. The second topic came out of the San Francisco roundtable discussions on how you get younger workers involved in the innovation process, the millennial's. The December discussion centers on the Millennial's led by Enoch Timothy, Chairman Paladin Consulting.



Adding our roundtable in APAC was a big success and we have already scheduled the next one for the Big Island of Hawaii in Mid October 2014. This one will be half way from Asia and West coast of U.S. presented as Pacific Global Roundtable. We will continue our Europe roundtable scheduled for Late July (TBD) in Ireland hosted by Origina. June, Sept. and Dec. 2014 will include middle of US, East coast and West coast. We are working on locations. Interested in hosting let me know.





### 2013 New Members

We have 25 new company members; most ever in one year

Legacy Integration & Technologies  
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SIA welcomes 25  
 new members for  
 2013 including 9  
 from outside U S  
 with 11 global,  
 our biggest  
 growth segment

## SIA Roundtables: SFO, APAC , Florida

The roundtable in San Fran was kicked off by Charles Weaver , MSP Alliance and discussed all aspects of MSP including market research, pricing, value of customers where 67% of MSP customers go on to buy other services. Key was start with what you know, your customers. • Beta, beta, beta test! •Have your technicians train your marketing and sales teams; don't over promise •Know exactly what your new offering can and can't do. •Have referenced customers ready to go. •Make sure it is built for scale •Revise your SLA. •Be ready to adjust pricing, delivery methods, marketing and sales collateral

Second session led by George Kostakos of Onforce discussed new regs in the affordable care act on employee classification issues including •Key Provisions of the Affordable Care Act. •Definition of Employee and Independent Contractor •Heightened Scrutiny by Federal and State Agencies •What you can do About Potential Worker Classification Issues. Discussed individuals with/without healthcare, businesses, penalties. •Companies with 50 or more full-time equivalent workers may face a penalty if they do not provide healthcare insurance. •Companies that do not provide insurance or that offer coverage to less than 95 percent of their FTE's could incur a penalty of \$2,000 per year multiplied by all their FTE's (not FTE equivalents) after the first 30 employees. •A company that offers insurance that is not affordable or does not provide minimum value, faces a potential penalty of up to \$3,000 per year for each FTE who receives a tax credit to buy health insurance. This penalty would also be capped, so firms would not pay more in penalties than if they offered no insurance.



Special thanks to the San Fran and Asia sponsors.

.Belmont  
Technology,  
ASVIDA, Solid  
Systems Global

The Singapore roundtable began with an overview of Solid Systems with discussions on Challenges and Opps in APAC. Some discussion included: Burma – How do you get into that country; is their a network contact; How big is the market; - Contact Int'l National Enterprise Singapore for help in Burma and Malaysia; A further discussion on Australia and Philippines – specifically the help desks that have moved significantly to Philippines – moving into that space; Call Centers in Asia also big opportunity; OEM's rigid on multinational accounts. OEM's dominate Asia market even more than US & Europe which is estimated at 90% which has grown significantly since 2010 when the anticompetitive policies started again with Oracle purchase of Sun, then IBM, then HP; OEM's are the competitors not ISO's; Independents/TPM's are in this together; Exchange rates play a big part in APAC countries; Going from Relationship base to Performance base – trust still a factor. •Indonesia, Vietnam, China pay your dues you should be ok •Many challenges with movement through India; Is service level dependent on supply chain – yes! •Green systems and strategies being deployed in Dubai; •Indonesia, Vietnam, •Is service level dependent on supply chain – yes!

•**Parts Pooling was suggested by Claudia as a way to get around the logistical challenges. It would require a database of member companies of the network's inventories, specific guidelines with regulations and restrictions, someone to volunteer their company resources to update and build. Strict expulsion policy if one of the members does not comply with request for loaner from their inventory but uses system.**

**Very special thank you to Joe Pothier and Belmont for sponsoring San Francisco. Special thanks to ASVIDA Team for sponsoring Singapore welcome reception and evening out in Clarke Quay. Special thanks to Solid Systems Global for sponsoring the Singapore roundtable.**

The December roundtable discussion on Managed Services by Bill McCubbins include What is Mobile Device Management; Market Research Data; Target Markets; Advantages for using MDM; Who are some of the software providers of MDM software; Who are some of the players in this market today; What are potential service opportunities for SIA Members.

The final topic at the December roundtable on the Millennia's and getting the younger leaders hooked in by Enoch Timothy include:•What makes millennia's tick; •What are their wants & Needs; •What do statistics show on Millennia's. Enoch is also sharing a lot of research and actual data on the topic.



## R3 Relationships, Revenue, Results Sunday, March 30, 2014

Welcome Networking Reception (All events in St. Croix one half is General Session, other is Exhibits, food functions) Speed Networking tables set up with bell ringing every ten minutes to change tables

Reception Sponsor:



## Monday, March 31, 2014 (Strategic focus)

Continental Breakfast & Break sponsored by



Keynote sponsored by:



2014 summit  
has two  
dynamite  
keynotes.



**Relationships, Revenue, Results – Doug Tatum, Founder The Newport Group and renowned author “No Man’s Land”** If starting a company is difficult, leading a company once the business has caught fire is infinitely more so. Thousands of startups each year approach the dangerous transition that Doug Tatum calls No Man’s Land? when they are too big too to be considered small but still too small to be considered big. He will address companies of SIA members size, which is his sweet spot.

**Industry Leader Panel (REVENUE)** – Case studies on how ISO leaders moved from one business line to another; business transition strategies

Networking Lunch sponsored by



**Technology: Driving Revenue and Profit Growth thru Innovation (REVENUE & RESULTS)**

The technology revolution provides ample opportunities to grow through innovative strategies using the latest technology, what is coming down the road? How employees & customers are using the smart Devices now and future. The tablet proliferations follow up from last year. Dwight Strayer, CEO Service Express Inc. & Chairperson

**Growth Through Partnerships (RELATIONSHIPS) ISO Global Panel –Global economy & Global Relationships.** Panelists made up of members from Asia to Europe will discuss the global economy and member to member global relationships

**Four new members will provide a Topic for Roundtable discussion Relationships, or Revenue or Results – each picks own topic but presents in advance**

**Break in Exhibit area with tables set up with topics identified on each table; members designated to lead discussion with follow up back in general session (number tables TBD) Follow up from the tables discussion**



Networking cocktail hour sponsored by

## Tuesday, April 1, 2014 (day two operational focus)



Continental Breakfast & Break


State of the Association – Randy Parks, President

Special Recognition of Board members; member prizes – C Betzner, Exec. Dir. & President Parks

How you survive, thrive, produce added Revenue (REVENUE< RESULTS) protect your assets in changing regulations & Environment including protecting assets that may end up in landfill, HIPPA

Break

RESULTS session – What Why How metrics, Benchmarking TBD



Each session highlights Relationships. Revenue, Results



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Lt. Col. Rob "Waldo" Waldman – The Wingman

**Keynote; RELATIONSHIPS – The official summit will close with an inspirational and not to be missed very special speaker.** Motivational keynote speaker Lt. Col. Rob "Waldo" Waldman – The Wingman – is a motivational speaker and author of the *New York Times* and *Wall Street Journal* bestseller *Never Fly Solo*. He teaches organizations and individuals how to build trusting, revenue producing relationships with their employees, partners, and customers

while sharing his experiences as a combat decorated fighter pilot and businessman.

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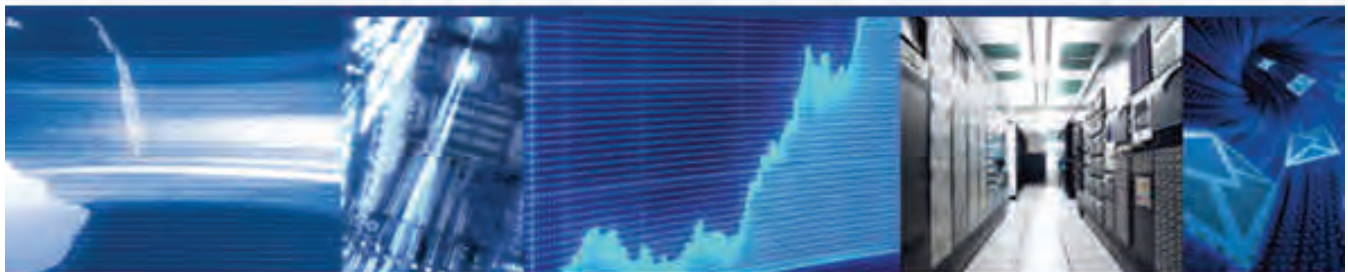
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