

eNETWORK NEWS



Summit, members value proposition & global expansion plus new President announced

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

Special points of interest:

- 2014 roundtable schedule
- 2015 Summit dates March 15, 16, 17, 2015 at Mirage Las Vegas.
- New Members
- 3 new Sponsors profiled
- TAC Insights by [Gay Gordon-Byrne](#)
- Announcing new President Tom York, Interim Board appointment Dwight Strayer

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.

At the kick off of the 2014 summit, the new President was announced, Tom York, CEO Essintial Enterprise Solutions. Tom has been a member for 10 years, formerly with IBM 31 years where he was responsible for a \$4.5 billion service & support business. “No other association has persevered to support service and support companies and leaders for the last 30 years like the SIA,” commented Mr. York. “This organization and its members are as passionate about creating and sharing thought leadership and best practices as I am, and I want to continue that legacy. In addition to growing the membership with global expansion through our member value proposition, I intend to enhance the development and advocacy of more service research and benchmarks that is beneficial for all of us.”



During the follow on Board meeting, Tom announced the creation of a committee with the responsibility to determine what value proposition all our members want and need and what makes each geographical area’s wants and needs unique to that area, focusing on North America, Europe and the Asian Pacific. South America will follow.

The summit was the highest attended in 20 years with the new format a huge success with shorter days, more time for interaction and networking with a keynote in the beginning and a keynote at the end followed by an expanded lunch outside. The golf tournament was held on Sunday and the grand finale closed out the summit at TAO in the Venetian. About a fourth of those attending were new members, never having attended an SIA summit before. The ratings from the new members and all who attended gave it the best marks ever received with an emphasis on the quality of the keynotes and other sessions.

The Summit began with discussions around critical business reinvention initiatives. Doug Tatum, a well-known thought leader in educating and advocating for emerging businesses and Chairman of the Board and Member of the Board of Directors of the Newport Board Group, started the conversation which was followed by a panel discussion. The meeting then addressed other key service issues such as mobility, the millennial workforce, global business practices, and performance metrics. The final keynote that closed the event had everyone in the room yelling “Push it Up” and was delivered by Col. Waldo Waldman, a seasoned fighter pilot who shared how important team building is and what it means to have your Wingman. He presented live feed video’s of actual events where what choices you make mean the difference in life and death. His message “**Never Fly Solo.**”



We had 27 new company members in 2013

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 R& R Solutions
 Peak Ryzex
 Basis Bay Malaysia
 Blue Ribbon Techs

2013 but late December

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 Ken Feinstein, G.M.
 Farmington, MI 248 860 3487
 kfeinstein@midcomdata.com

Baxter Planning Phillip Kennedy, VP
 512 600 4120 pkennedy@bybaxter.com
 Austin, TX

ITech Services
 Phillip Tran, VP Norcross, GA
 770 455 8449 ptran@itechservices.com

2014 NEW MEMBERS:
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 36-1-317-5150
 antal.honved@etaloninfo.hu
 Budapest, Hungary

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 +45 7010 111 2
 kom@careitec.dk Redovre, Denmark

Work Market Diego Lomanto, VP
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POST SUMMIT

Benecom Technologies 504 254 1441
 Steve Robertson, Director
 stever@benecominc.com
 Break/fix & depot New Orleans, LA

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 joel.nimar@pyramidcomputer.com
 Reseller; Used Equipment sales; VAR
 Maynard, MA

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 Chicago, IL

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 Reseller Plymouth, MN

Data Vista 609 702 9300
 Stephen Gifford, Pres., & Owner
 steveg@datavista.com; break/fix
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Inside Systems Denmark
 Andreas Lund Fibiger, Owner Director
 alf@insidesystems.com 45 721 83360
 Break/fix parts sales IBM

IB – Remarketing
 Bruno Demolin, President
 33 1 56 43 68 34 bdemolin@ib-remarketing.com
 Paris France (see profile)

Certified Retail Solutions
 Bill Lovejoy, V P 603 516 1711
 Depot, Parts, Break/fix
 blovejoy@certifiedretailsolutions.com

12 new
 members, 3
 new sponsors
 for 2014; about
 half from
 Europe

SIA President's Letter

SIA Membership,

The SIA Board and I are off and running. I want to give you an update on what we have been working on since the Summit ended. The Board is energized coming off a great Summit. We have three high level goals.

Maintain and execute as a highly professional association. We as a Board must set the bar and be the example for the association.

Create a value agenda for the SIA membership. We must ensure member companies receive maximum return on their investments and want to participate.

Continue to grow the membership particularly through global expansion.

In the last 60 days we have activities underway to support these goals. We have to make sure proper housekeeping is always done. We commissioned an audit committee and performed a full financial audit. Making sure we are properly managing to the associations funds are a high priority. The results found that the association financials are in order but we did identify opportunities to become more efficient. We put a By-Laws committee in place to review the current by-laws to ensure we are up to date and the bylaws reflect the high professional manner we want the association governed.

We are looking at our membership data and see where we have an opportunity to leverage this data in a value manner to the membership. But in order to really take advantage we have to do some work on our systems to get everything aligned. I will be asking for your help shortly in this effort and will explain in detail the opportunity we have.

We have formed a board member staffed Value Proposition committee to develop an initial framework for the value mission of the association. The committee will review a first draft with the board in our June meeting. The next steps after approving the framework will include reaching out to the membership to develop work groups to start putting "wood behind the arrow" and build the deliverables. This is where the call to action will occur to get member companies involved. Exciting stuff, isn't it !!!

I could go on and on but I will close for now. Your SIA Board and I are committed to building the best association to represent the global services supply chain ecosystem. As always don't hesitate to reach out to us with questions and suggestions.

Regards,

Tom

SIA President



**SIA President,
Tom York
discusses new
goals of board**

Special thank you to the 2014 Summit sponsors

Field Solutions Welcome reception

CSDP Tuesday lunch

Amcor Monday breakfast and breaks

Maintech Tuesday Grand Finale cocktail hour

Essential Monday keynote

PC SOS A Tuesday grand finale sponsor

Onforce Monday Lunch

Terix Monday Reception

Integrity Global Solutions Tuesday breakfast and breaks

CDE Services & Expresspoint Tuesday Keynote



Dwight Strayer appointed to board

Dwight Strayer is the Chief Operating Officer for SEI. Dwight oversees the service delivery and all related support operations. He is also responsible for developing service leaders as SEI continues to expand. Dwight brings a wealth of knowledge and experience to his role as a result of multiple positions at Service Express. He began his career as one of SEI's first field engineers in 1988.



After years of field support, Dwight became IT Director in 1999 and automated a majority of the service and support processes and data recording. In 2000, Dwight was named Vice President of Service and in 2012, he was named Chief Operating Officer. Dwight holds a Computer and Electronics Technology degree from ITT Institute - Grand Rapids. SIA is happy to have him on our board.

SIA appoints
board member
and elects
President

Tom York elected President by the Board

Tom York, President & CEO Essintial Enterprise Solutions

As Chairman, President and Chief Executive Officer, Tom is responsible for the strategic direction of Essintial Enterprise Solutions and the corresponding execution of the business model. Tom comes to Essintial after completing a 31-year career at IBM where he held a number of executive positions in the technical services sector. This includes sales, delivery, operations, and strategy in the professional services, and maintenance and technical support lines of business. Tom served as Vice President of Maintenance & Technical Support, Americas where he was responsible for a \$4.5B service and support business and as Vice President of Global Strategy, Maintenance & Technical Support where he was responsible for the strategy around a \$15B service and support portfolio. Tom serves or holds alumni status on several service industry boards which include the Service Executive Industry Board, Arizona State University Center for Services Leadership Board of Advisors, and the Service Industry Association. Tom obtained his degree from Eastern Kentucky University, School of Applied Engineering & Technology and has numerous IBM accreditations.

Other Board changes

Rich Guglielmo, who has served as Chairman for the past three years moves up to immediate Past Chairman and honorary board member for life. Randy Parks who has served as President for the past three years moves up to Chairman. Chairman and immediate past chairman are mandated per the bylaws and are not elected positions. Elections of Directors are every two years with the next election at the 2015 summit.



Big Island Hawaii October 13, 14 Pacific Global Roundtable

SIA Roundtables: 2014

The SIA roundtables and networking events continue to be the best in the industry. These events create an environment for networking, partnerships, and interaction that can only happen with face to face interaction. I have listed below the topics for 3 of the 4 scheduled. We still would like to add a topic to October and December is wide open. Please let us know your interests and what you believe would be of interests in a roundtable.

1. **June 19 Palmer House Chicago**
2. **August 28 Dublin Ireland**
3. **October 13, 14 Wakiloa Village Big Island Hawaii**
4. **December 11 Scottsdale Arizona TBD**

The Chicago roundtable will discuss: A follow on from our 2014 Summit Keynote address by Doug Tatum, Chairman, Newport Board Group. The discussions will be led by John A. Pratt, Sr., Partner, Newport Board Group. This session covers the topic of “Too small to be big, too big to be small”. “Somewhere between small and big is a place where many companies get lost.” Doug calls this “No Man’s Land.” Focus is on Growing Midrange companies and the four M’s. **Market** misalignment, outgrowing your **Management**, outgrowing your **Model**, outgrowing your **Money**. John A Pratt, Sr.

The Dublin Ireland Roundtable will be hosted by Origina and Tomas O’Leary, our SIA member in Ireland. Here are the discussion topics: What's driving the OEM's to become more anti-competitive; Impact of EU regulations and changes to law on reuse and recycling; Update on Free ICT Europe and DRTR. Discuss how to work better together and challenges ahead; Globalization of SIA and the organizations structural requirements to meet needs to European members.

The Pacific global will discuss how to increase effective global partnerships, what makes them work and some of the reasons they may not work including properly vetting potential partners. We will be adding two more topics with speakers TBD. Let us know your suggestions. Since this will be a US and Asian Pacific roundtable we will ask our partners in APAC for development of key topics.

Dublin, Ireland August 28 Europe Roundtable



**Introducing
the 2014
roundtables;
2015 Summit
March 15, 16,
17. Save the
date**



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TAC Insights: Keeping Tech Assets Valuable

By: **Gay Gordon-Byrne**

Hot Issue: What can IT organizations do to prolong the economic life of their hardware assets?

“Sweating” technology assets is becoming hard to do. Manufacturers are limiting access to repair, inserting their approval into used equipment sales and purchases, and adding new post-warranty license requirements for hardware support. All of these policies impact the value of used equipment — particularly technology equipment which has little or no intrinsic value as scrap.

Equipment owners do not have to accept these intrusions into their rights as owners. The tips below are suggested ways to improve your negotiations to avoid these issues in the future.

Smart Summary

- Make sure your purchase agreements are clear and separate from licenses.
- Make sure the terms and conditions of your purchase cannot be altered at a later date.
- Completely understand how your purchase will be treated in the secondary market.
- Fight for your rights as owners.

Smart Advice

Each of the points above is not nearly as easily documented as one might expect. Many famous-name purchase agreements do not mention (the legal term is “silent”) future requirements for access to firmware (a.k.a. machine code, BIOS, IOS, PLC, embedded code, etc.) so buyers must require the details. The details will tell buyers which elements of the machine are going to be owned outright, and thus readily transferrable, and which are not. Everything that is not transferrable must be fully understood by you, the buyer, so that you can plan accordingly.

There are also many contracts which may have been signed in the past that allow the seller to alter the terms of the agreement in the future. Even if you may have agreed to such terms in the past, now is the time to revisit those agreements and remove such permissions. Sellers should never have any rights to control how you use your purchases after the sale is complete. Otherwise, you don’t fully own the asset and something is absent in the agreement.

Agreeing to future unstated obligations that can be altered at any time is a recipe for mischief. If the manufacturer requires control of your purchase in the future, you should have a license agreement governing that relationship which is no longer a purchase. You should never capitalize and depreciate assets where the manufacturer has control.

A useful litmus test for if the product is clearly owned is to consider how the product is treated in the secondary market. If whole machines are being traded, this is a good sign that the contracting has been clear. If only parts are being traded, this is a red flag that licenses are limiting used trading. If no parts or machines are being traded, the entire product has no value for a reason. Either the product was a dud in the marketplace, or the manufacturer has entirely blockaded the used market. In this case, the product is best treated, for accounting purposes, as a license.

Complain Publically

Current owners may be stuck with terms and conditions struck with hidden “gotchas” in the past. This doesn’t mean that all is lost. Many of these policies are being introduced unilaterally post-purchase, which leaves manufacturers vulnerable to public complaints about changes after the fact.

Join Advocacy Groups

There are multiple groups teaming now to fight for right-to-repair legislatively. Joining any of these groups requires very little investment of time or money, but makes a big impact when a lot of people are pushing the same direction. The [Digital Right to Repair Coalition](#) (DRTR) is the lead umbrella organization for US-based groups seeking legislative solutions. Members of DRTR cover the entire spectrum of technology equipment from “eco-design” for new products, through all stages of secondary market use, and completing the tech lifecycle with end-stage processing of recyclable materials.

Digital Right to Repair website is www.digitalrighttorepair.org. Donations and 5 membership levels are available on the website.



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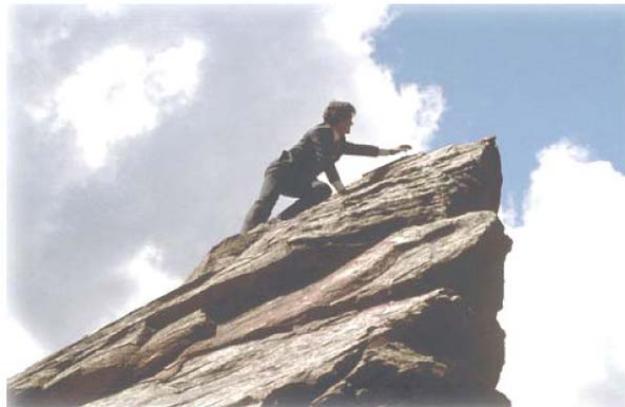
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Service Industry Association

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Service Industry Association is a non-profit organization made up of high technology service companies promoting partnerships & customer choices.



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Claudia Betzner, Exec. Director

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