1st quarter 2012

SERVICE INDUSTRY ASSOCIATION

Volume 76

eNetwork News

Special points of interest:

- Recap Roundtable from Palm Springs, CA & 2012 schedule
- New Members; Two new corporate sponsors
- 2012 Summit; dates March 11,12,13
- Letter from President, Randy Parks
- SIA announces Michael Blumberg, appointed to Board

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.

Technology Service Insights

This publication will be sent to members electronically and on the website *By: Claudia J.. Betzner*

Motorola, United Airlines, IBM and FedEx along with leaders from around the world will participate to discuss current and future technology service insights at the 2012 summit. Full details in the newsletter.

This year, the Summit highlights Technology Service Insights 2015, a 9-month initiative created to assess and share credible information about current and future service and technology requirements.

"The service industry is evolving, and it is our intent to stay abreast and ahead of that evolution to best prepare our membership. The SIA's goal is to equip our members with the information and resources that will help them thrive in the markets they service and compete, here and around the globe. Technology Service Insights 2015 and the leaders that participate and contribute at the event help us accomplish that objective. We interviewed leaders from around the world at our U.S, Canada and Europe Roundtables plus acquired a third-party company to conduct interviews and provide an analysis. Ignite Marketing and Stephanie Williams conducted most of those interviews.

We will be highlighting newest technologies by major companies this year along with the insights of the industry leaders to provide even more value to our event. The full program is included in the newsletter.

We are not formalizing a golf tournament but we can arrange through Mirage for those interested. Please contact me if you are interested. We have several event sponsors this year and appreciate the added support. The final grand finale will take place at The Palms in Caesars Forum Shops.

This is the best content and registration has already surpassed last year. To register:
http://www.servicenetwork.org/events/index.html

The Palm Springs roundtable was filled to capacity and the roundtables around the world are so successful we have expanded the original criteria for participation.
Here is the schedule for 2012.

1. **June 7, 2012 Northeast U.S. WashingonPhiladelphia area**
2. **September 13 Amsterdam, The Netherlands (KT Int'l sponsor company and host)**
3. **December 6, 2012 West coast**

If interested in hosting an event or sponsoring a roundtable in one of the areas listed, contact the Executive Director. You get a lot of visibility with a tour of your facility.

New Members 2011

Brains II, Inc.

Bell ATM

CESS-DANMARK A/S
Denmark

Delta Computer Group

Eastman Kodak Company

Instock

Mosaic Technology

Olympic Support
Birmingham, United Kingdom

Virtual Technology

New since summit

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Ken Marx , V.P. 301 725-8555

Acertara Acoustic Labs Longmont CO
303 834 8413 Wayne Moore, Pres.
gwmoore@acertaralabs.com

SIA welcomes 23 new members this year, 14 since the summit

SIA Welcomes Maintech as a gold level sponsor

Maintech is a business component of the Computer Services Business segment of Volt Information Sciences, Inc. For more than 38 years, Maintech has delivered IT Infrastructure Support Services (ISS) to the most demanding clients around the world. Maintech supports servers, storage and network devices from all major OEMs with services ranging from on-site hardware maintenance and server administration, to Remote NOC Monitoring and Managed Services. Maintech's ISS program is recognized as the premier, comprehensive service offering in the independent IT services marketplace.

Maintech's corporate headquarters are located in New Jersey, with service offices in major business centers from coast-to-coast and throughout the world. Maintech's success has been driven by its singular focus on Infrastructure Support Services, coupled with continuing investment in the development and enhancement of core service delivery competencies. Maintech has been a member of SIA over 20 years and the majority of that time a top sponsor of events and as a corporate sponsor. Welcome back!

SIA Welcomes CSDP as a Silver level sponsor

CSDP's history is a story of innovation, pioneering new technologies for business process management and, above all, a commitment to service management solutions.

With roots back to 1970, Customer Service Delivery Corporation (CSDP) began as a service company, providing customized programming and software maintenance. We bring to the table over 30 years of service industry experience, providing us with the expertise to deliver proven services and solutions that maximize the Service Relationship (SRM) © process.

A major milestone for the company came about in 2008, when we were able to acquire the assets of Pacific Science Decision Corporation (PDSC) software, effectively transitioning CSDP from a services-led company to a services-led software company, expanding our client-base, industry knowledge and SRM © expertise.

Determined to expand our service expertise, we earned certification as an Oracle Partner in 2008, followed by Microsoft and IBM in 2009. To this day we invest heavily in R&D in the firm belief our SRM © solution and services must deliver value to your organization in the form of improved customer satisfaction and increased profits.

Letter from the President, Randy Parks

Dear SIA Members,
2012 promises to be a year of great change, opportunity and challenge. I have the luxury of of starting the year off with a truly fresh start having left Diebold after a ten year career there. And while I know we all hear the cloudy forecasts for the economy and IT services industry sector, what I hear when I speak to SIA members and other service company executives is cautious optimism.

I think most of us can feel a change coming in the services industry, we're accustomed to change, but every now and then even we can miss the signals. What's one of the best ways to see the changes coming before they hit you head on? How about networking with other executives in similar businesses to share your experiences and learn from each other? SIA provides excellent venues for just that opportunity. Even if you are reluctant to share your experiences initally with businesses you may consider competitors, it's hard not to hear what others are sharing.

In 2012 our association will provide the annual conference and three regional roundtable summit events just as we have the past several years. The annual conference is the best opportunity for networking but if you can't attend it please make an effort to attend one of the roundtables later in the year. And if you are one of the many members already taking advantage of these networking opportunities how about spreading the word and introducing a friend to the SIA? I'd be willing to bet we all have at least one other company we know in the industry that could benefit from SIA if we just took a moment to think about it.

Hope to see you in Las Vegas or the next SIA event in your area!

Randy Parks comments on the 2012 summit, "we are planning the biggest and best content directed to the industry leaders in the history of SIA."

SIA announces Michael Blumberg, President Blumberg Advisory Group appointment to the Board Member

"We are very excited to announce Michael's appointment to the Board of Directors. Over the past 20 years Michael and his company have been an important part of SIA and our growth," said Executive Director Claudia Betzner in making the announcement. Michael has made presentations at SIA Annual Executive Summits, lead an Executive Roundtable, participated in numerous other roundtables, and conducted benchmarking surveys in helping SIA members to grow professionally and personally," said Randall Parks, SIA President in announcing the appointment.

Michael Blumberg remarked, "I am honored to have been asked to serve on the SIA Board of Directors. SIA has been instrumental in my professional development and I have benefited greatly from my association and involvement with an outstanding group of service business professionals that are willing to give and share of themselves."

Michael is actively involved in bringing new members to SIA in his current Membership Chairman post explained that, "Our goal is to grow membership and expand member diversity by bringing in OEM's, 3rd Party Logistics Providers, and distributors to ensure we have content that is strategic in nature and appeals to a wide audience. My goal is to increase our membership by more than 30% over the next two years."

"The industry needs more open forums for exchanging idea and transferring knowledge about key trends and opportunities. SIA is a leader in this regard with an open environment where all our members are equal and can exchange ideas freely. It is also does this in a non-sales and non-threatening environment. We just need more of this industry wide," he explained.

2012 Service Industry Executive Summit for Service Leaders

"Technology Service Insights 2015"

The Summit where Serious Business meets Networking Fun

Sunday, March 11, 2012

Welcome Networking Reception (All events in Bermuda)

Reception Sponsor: FieldSolutions Quality Field Sourcing

Monday, March 12, 2012

Welcome—Claudia Betzner, Moderator

Keynote Technology Service Insights 2015 – A Service Industry expert with a global view will discuss his perspective of where service will be in the next 3 to 5 years. Technology, Staffing, Customer Expectations.

Future Trends by Aberdeen – Complete analysis of Future Trends based on statistics of what the Service Industry will look like in 2015. Service, Parts, Depot

Technology Service Insights 2015

Stephanie Williams, Ignite Marketing and Dave Wiedman, COO Lexicon & Committee Chairman
This session will review the last nine months work and interviews with top level executives in the service industry. Technology Service Insights 2015 is a revolutionary initiative to assess and share credible information about current and future service and technology requirements from both end users, service providers, and those that provide services to the service industry on an ongoing basis.

Lunch sponsored by AMCOR SERVICE SOLUTIONS

Industry Leader Panel – 2015 Service
Over the past year we interviewed CEO's for their perspective on Service in 2015 through roundtables and 3rd party discussion around the world. This will be a summary discussion of those interview results referenced from the mornings revelations presented in the Technology Service Insights session. U.S., Canada and Europe perspective.

Bill McCubbins President POSDATA & Moderator
Tom York, President & CEO Essintial Enterprise Solutions (Global)
Charles Hanna, Founder & President Brains II Canada
Roger Taylor, President & CEO Olympic Support, United Kingdom

Work Forces Technology Trends in 2015 – This session will address what technology devices/tools service providers will be using in 2015, how the **mobile workforce** will utilize the technology, where this technology is heading in the next 3-5 years and how your company can prepare for the changes in mobile technology that is coming especially in the area of smart handhelds & tables (form/factor/ solutions), mobile payments and how to effectively utilize this technology when the person doing the work could be a 1099 employee or come from a virtual network of technicians that are hired based on specific capabilities **Brian Viscount, V P Motorola/Symbol Product Development & Solutions Mgmt**

Newest hands-free Computer Technology Golden-i® Jeffrey Jacobsen Developer & Sr. Advisor to Kopin Corporation

Vertical Industry Applications in Technology 2015 – How Technology changes are entering every phase of our businesses and home: **Jared Miller, Managing Dir., Self Service & Emerging Technology, United Airlines**

Summit will kick off a three year research program called Technology Service Insights 2015!

Tuesday, March 13, 2012 (operational)

Continental Breakfast sponsored by TERiX Computer Service

State of the Association – Randy Parks, President
Special Recognition of each Board member – C Betzner, Executive Director & President

CDE SERVICES

What are the Megatrends? How will they affect your business? Questions that two Technology Service Insights 2015 sessions will answer

KEYNOTE Creativeship: How to get more strategic in running your business. The evolution from Management to Leadership to Creativeship. Technological advances, social media, global workforce changes, global shifts, changing global cultures & economic drivers. We are shifting from Management, to Leadership and now must evolve to Creativeship. *Bob Kelleher President and Founder, The Employee Engagement Group& Author of the best selling business book "Louder than Words" (Keynote sponsored by CDE)*

Workforce 2015 Panel of experts What are the future trends in staffing? Direct vs. indirect; compensation systems. Rewards programs, 4 different Models will be presented
Dave Wiedman, COO Lexicon, Moderator
Craig Youngblood, President LMS
Marty Reader, Exec. Vice President, Field Solutions
Joe Iovinelli, President Smart Source
George D'Errico, Sr. Vice President Sales & Business Dev., Onforce

Lunch Sponsored by OnForce your partner in service

Thought Leaders in Logistics Craig M. Simon, President & CEO, FEDX SupplyChain

IBM: Future World Timothy P. Glinski, Program Director

SIA Membership Michael Blumberg, President Blumberg Advisory Group & Chairman Membership Committee This session will provide demographics, global reach and brief survey results of membership.

ICCC Update and How to work in an environment Overcoming Barriers to Service & OEM Restrictions Gay Gordon-Byrne, President TekTrakker and ICCC Chairperson

Wrap Up & Executive Summary…….. Tom York & Joe Barna, with surprises

SIA Roundtable Review December 8, 2011

Session I Fleet Management & the Mobile Employee– Mike Bassi, Director Business Development Runzheimer International

Everything is Mobile; Policies to Optimize the Workforce

From Intuitive Processes to Strategic Integration of the Mobile Workforce
Statistics & Trends;
2010 Total Employee Mobility Benchmarking Survey .
What's to gain from integration of Total Employee Mobility?
GOAL: Introduce data and information to prompt group discussion on issues of importance to your Organization!

A1=Employees working outside of the office

Remote employees working from home
Driving for business, sales/service/field mgmt.
Flying for business with T&E policies and expenses
Relocating employees for succession and growth
Mobile devices, cell/smart phones, tablets
Extreme commuting – fewer managers doing more.

What does the Mobile Workforce Look Like?

Work in the field, in all conditions on planned routes
Follow direction, be expert, understand obstacles
Sometime must deviate to create new work Patterns
Perform without thinking about equipment, tools, background plans and support mechanisms

A2=The "Face of your organization" and 45%+ of all employees in 2010.

TEM®: A Strategic Priority

45% of the workforce is mobile and growing
Impacts most critical segments of workforce:
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Executives; Training/Education
Effective mobility management = enhanced talent management capabilities
Business continuity & organizational agility are enabled

A3=Expensive!

Do you know your cost of supporting the Mobile Workforce?
Cost **Greater** than Healthcare **Cost—**
$7,350 per employee/year (added productivity not included in costs)
33% increase since 2007
2010Survey; 97% Consolidate Healthcare policies under EVP Human Resources

Does one executive in your organization have "centralized policy control" over all these mobile policies?

TEM Survey indicates that management of policies and cost Benchmarks is fragmented, usually across 4 to 6 functional disciplines.

With TEM® measurement, accountability, and program integration, results indicate;
Cost savings can yield ***1 – 4% growth*** in operating income
Employee & client satisfaction gains
Agility of mobile workforce to change with market

DISCUSSIONS:

What are Your Key Concerns about strategic management of your mobile workforce?
Difficult to manage support/structure?
Cost of the mobile worker? Employee Satisfaction?
Management/supervision of Activity?
Measurement of success – Improved Customer satisfaction? Other?

Risk Management advantages of reimbursements;· Definition of Mobile employee and what is included in total costs of supporting the field employee;· Technology support in terms of tablets vs laptops etc. 75% in room provided phones, ¼ reimburse but employee buys; Liability on fleet belongs to who owns car has 1st policy, Runzheimer 2nd policy picks up rest; some using technology to track mileage.

Special thanks to RC Electronics for hosting the December roundtable and Runzheimer for providing the AV support

Session II Thought Leaders in Logistics– Craig M. Simon, President & CEO, FEDEX SupplyChain

Trends that are shaping today's supply chain

FAST FACTS:

Annual revenues of $40 billion; Service to more than 220 countries and territories

Delivery of more than 8.5 million shipments daily; More than 290,000 team members worldwide; 687+ aircraft and 90,000+ motorized vehicles

FedEx sustainability:

Plan to reduce carbon dioxide emissions from aircraft fleet 20 percent by 2020.

Upgrading fleet with planes that lessen the environmental impact.

More than five megawatts of solar power in operation

Currently operate 365 hybrid-electric trucks and 43 all-electric trucks.

Testing hydrogen/electric hybrid tractor.

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FedEx Recognition:

FORTUNE magazine: No. 8 among "World's Most Admired Companies" (2011)

FORTUNE magazine: "100 Best Companies to Work for in America"

Reputation Institute/Boston College Center for Corporate Citizenship: No. 7 on Corporate Social Responsibility Index (CSRI) 50

FedEx SupplyChain:

Execute logistics solutions that leverage FedEx transportation and information networks worldwide.

Provide services for high-value, time-critical products and complex supply chains.

Create transportation and distribution solutions from services available across FedEx enterprise.

Provide outsourced alternatives for customers' "non-core" business functions to increase speed and efficiency across the supply chain**.**

FedEx Critical Inventory Logistics & Fulfillment services:

End-to-end solution to optimize critical inventory and service parts distribution and returns.

Hub-based central stocking locations (CSLs) and global network of forwarding stocking locations (FSLs) integrated through extensive IT.

24/7 Global Distribution Centers with late-night access to FedEx Express World Hubs.

Global Network:

U.S./Canada = 259; Europe, Middle East, Africa = 129; Latin America = 69

India = 47; Asia Pacific = 14

Transportation Management:

Optimized management of domestic shipments using FedEx and non-FedEx transportation.

- Order administration
- Shipment planning and management
- Operational reporting
- Financial settlement; Ongoing analysis

Healthcare shared network:

Time-definite, temperature-controlled delivery service.

- Cross-dock temperatures proactively maintained and validated to 2-8°C
- Temperature-validated vehicles
- Real-time track and trace capabilities
- Proactive monitoring and notifications throughout entire transportation cycle

DISCUSSIONS: Stocking models i.e, turn rates discussion with software discussion. Servigistics & Astea primary discussed. Inventory sharing/pooling discussed; some selling inventory, leasing to get off books, especially end of life.

How have changes in new product introduction affected your service supply chain strategy?

Have service and support met your company's profit growth goals?

How has supplier rationalization impacted your organization?

How much does Total Cost of Ownership drive your logistics/sourcing strategies?

How much has sustainability driven changes to your service logistics models?

Was the Tohoku earthquake/tsunami a call to action for your security of supply strategy?

How does logistics outsourcing meet or fall short of your needs?

Special thanks to Mike Bassi of Runzheimer & Craig Simon of FEDX for leading the discussions

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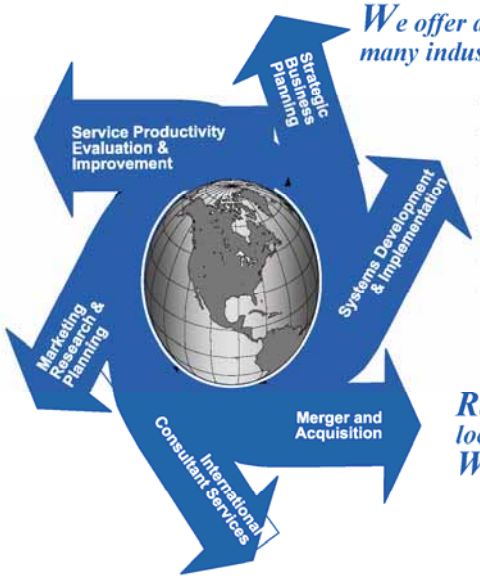

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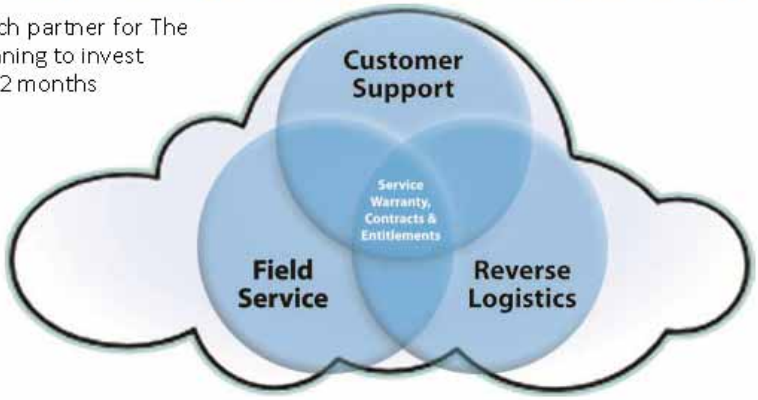
In a recent study, Strategies for Growth, the research partner for The Service Council, found that 67% of respondents planning to invest in service delivery automation solution in the next 12 months are considering cloud computing.



Clearly companies are adopting cloud-based solutions more and more because of its distinct advantages. CSDP offers four cloud-based, SaaS (Software as a Service) Service Relationship Management (SRM)© solutions to meet the needs of any organization providing post-sales services to your customers and partners:

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