

# eNetwork News



## SIA takes fight to Capitol Hill

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

### Special points of interest:

- Recap summit 2012, announce location 2013
- New Members
- Roundtable schedule
- A Call to Arms from President, Randy Parks
- Capitol Hill—ICCC update
- Board actions listed throughout

**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.**

Last week representatives from SIA member companies along with the Executive Director converged on Capitol Hill, meeting with a couple of dozen Senators and U.S. House Representatives with the goal of making sure that all customers of technology products have adequate rights to repair their purchased hardware.

The battle stems from several policy changes by OEM's, including Oracle/Sun, in the IT service industry intended to thwart competition for hardware break-fix. The policy changes by some OEM's are limiting the availability of diagnostics tools, software patches and firmware updates necessary for service to the end users and independent service providers unless they have a direct contract with the OEM. Other policy changes include bundling of hardware and software maintenance (Oracle), dramatically increasing diagnostic costs and refusal to sell service parts. The SIA believes these actions are a concerted effort to limit competition and customer choices. If this trend is left unchecked, the SIA projects that all products with technology components will eventually be impossible to repair outside the OEM.

During the visits to each members Senator or House member we were successful in learning Senator Kohl is the head of the Senate side Antitrust Committee and we took our story to him and his General Counsel. While we know this is a long process, the General Counsel vowed to call the DOJ himself and follow up which he has already done. The other key is U.S. Congressman Darrell Issa, who heads up the oversight committee on the House side. Again his Legislative Director has been very helpful and is talking to the oversight side and sees clearly the problem, if left unchecked could substantially increase the costs to the #1 customer of IT services, the U.S. Government. Our intent is to focus on those plus the Intellectual Property subcommittee and continue our education campaign to end-users. Maintech contributed the first \$5000 for this effort and it will include more press, articles and communications to end user groups with targeted blogs and social media. (Thank you Frank & Maintech)



(Pictured John Kamen & Todd Bone)

A special thanks to John Kamen at Delta Computer who funded the lobbyist, who set up most of the meetings and Terix who contributed. Those attending the meetings included Danny Della Ventura of Maintech, John Kamen of Delta Computer, Gay Gordon-Byrne of TekTrakker who chairs the ICCC, John Hlinka of Computer Data Source, Halden Chairnoff of Blumberg Advisory, Todd Bone of XS International and Claudia Betzner, SIA Executive Director.



*SIA welcomes  
12 new members  
this year, 4  
since the summit*

### New Members 2012

**Barrister Global Services 1/12**  
Ken Marx, VP 301 725-8555  
kmarx@barrister.com

**Acertara Labs 1/12**  
Wayne Moore, President CO  
303-834-8413  
gwmoore@acertaralabs.com

**Service Express Inc 1/12 MI**  
Dwight Strayer, COO  
616 698 2221  
dstrayer@seiservice.com

**NESA 1/12 CAN**  
Dominic Renda, President  
416) 366-0606  
d.renda@nesa-canada.com

**Trident Computer Resources 1/12 NJ**  
Patrick Barry, Sales Mgr.  
732-544-9333  
pbarry@tridentusa.com

**Support Network 2/2012 (CA)**  
Mike Wilde, Pres. 8055275476  
mike@4sni.com

**PC Parts 2/12 (PA)**  
Adam Crockett, Sr. V.P.  
7174212927 acrockett@pcpi.com

**Emcon IT 2/2012 ATL**  
Michael Gnapp, CEO  
678-838-8544 mikeg@emconit.com

**Frontier Computer 3/12 (MI)**  
Benjamin C. Ingwersen, V.P.  
231) 668-9422 benjamin@frontierus.com

**DLT Federal Systems 4/12 (VA)**  
Anne Rose, Dir. Contracts  
703 957 3279 anne.rose@fbscgov.us.com

**Park Place Technologies 4/12**  
Ed Kently, CEO; John Burchard, Dir.  
440 991 3163 jburchard@parkplacetech.com

**Origina (IRELAND) 5/12**  
Tomas O'Leary, President  
+353 1 2942300 t.oleary@origina.ie

## **SIA announces schedule for 2012 Roundtables & Topics**

June 6, 2012 Philadelphia at ISS solutions in Langhorne PA with hotel in city  
(transportation to and from Omni and Langhorne provided by Blumberg Advisory Group,  
meeting hosted by ISS Solutions)

A. E-Waste Michael Blumberg, Chair of Session (Joseph Pothier of Belmont assisting)

B. Developing a successful business Plan with Financial Options for growth; Sandy Bell,  
facilitator.

September 20 Amsterdam, The Netherlands  
(KT Int'l sponsor company and host)

October Chicago 25<sup>th</sup> downtown – Palmer House

December 6, 2012 West coast – Palm Springs probable

Possible topics for Chicago or December:

A. Data Security; Data Standards with Gay chairing standards/data interface portion. PCI  
compliance on point of sale data security could also be included

B. Gray market and Counterfeit parts possible topics – Todd Bone suggested chair

If you have a topic you are interested in please let us know so we may discuss between the  
board to add to the roundtable program.

## Call to Arms from the President, Randy Parks

Dear SIA Members,

As your President I would like to encourage you to get involved in a committee or group within SIA, attend a quarterly meeting this year and participate in the growth of SIA. One of the best benefits from SIA is the opportunity to network and partner with other service providers. It's hard to realize this benefit without participating on some level. One of the best contributions you can make to SIA is to refer a new member, each new member added expands our opportunities to network and partner to better serve our customers and grow our businesses.

Last week I was on the ICCC semi-monthly conference call and the few who attended the call were part of the group that went to Washington DC recently. I know there are a significant number of member companies that are being adversely affected by the anti competitive policies of some of the OEM's, which is why I was surprised that there were so few on the call where a briefing was provided on the D.C. trip. I understand we have many companies out of the U.S. who may have a time zone issue and are not directly affected by what we do with the U.S. Government other than the precedents set by the courts or congress, but certainly those in North America should be concerned and support what we are trying to do on your behalf. Just getting the notes and reading the updates does not let SIA know of your support so if you are interested and support what we are doing let us know. If you are on the ICCC committee please make time for the calls. Next one is May 17 at 10:00 A M pacific.

There are many different committees you could be a part of within the SIA, for example: Membership, 2013 Summit, Bylaws, PR, Legislative/lobbying, ICCC, Benefits. If you have an added interest let us know. Soon we will announce a new program to incentivize SIA members to bring in new member companies. Our next board meeting is June 6 in Philadelphia so if you have a suggested committee or initiative let us know and we will take it up at the board meeting. We would also welcome your suggestions on how we can grow the membership and provide you further opportunities to network and partner with other SIA members.



Randy Parks comments on the membership getting more involved and showing their support of what SIA is accomplishing on their behalf.



SIA Members with Senator Kohl on Capitol Hill. Left to right: Todd Bone, Gay Gordon-Byrne, Halden Chairnoff, Senator Kohl, John Kamen, Claudia Betzner, and Danny DellaVentura.

## 2013 Service Industry Association Executive Summit for Service Leaders announced and 2012 reviewed



**Summit 2013  
begins on St.  
Patrick's Day!**

SIA is happy to announce we will return to the Mirage for the 2013 summit on March 17, 18, 19 2013 in Las Vegas. Field Solutions will again sponsor the welcome reception and with our kick off being on St. Patrick's Day, we promise to have a big celebration of the wearing and drinking of the Green. The theme will be decided at the June SIA Board meeting and we will begin to pick the topics based on the theme. Please send your suggestions for topics and speakers. Mirage will provide a \$129 rate. What we envision is a GREEN THEME! Green being more profits in every segment including environmental and green strategies.



The 2012 summit was the biggest IT gathering of C-Level executives in the industry and the best content according to the evaluations. According to Joe Pothier of Belmont Technology **“this was the best conference I have ever attended anywhere and I have attended conferences all over the world.”** Still others such as Craig Youngblood of LMS said “in the 15 years I have attended the SIA Summit this was the best content, speakers and networking ever and SIA earned it's tagline of *promoting partnerships*. I witnessed partnerships being made minute-by-minute.” The Summit for Service Leaders was held March 11-13, 2012 in Las Vegas. Celebrating its 27<sup>th</sup> anniversary, the event included the industry leaders in the aftermarket high tech service industry. This year, the Summit highlights included a 9-month study of technology service insights by industry leaders with summit participants from member companies from the U.S., Canada, UK, Scotland, and Australia, sharing credible information about current and future service and technology requirements.

With about 50% staying until the end of the summit and turning in evaluations we had a bigger sample of what was expected and what was produced at the summit. With the overall ratings a 5++ (excellent) we ask: **What did you hope to accomplish at this Summit and did that occur ?** Networking, new partners & Contacts, b2b business development and did occur; receive updates on important issues, mission accomplished; better understanding of industry & technology trends – very satisfied with results; exchange ideas – many new ones.

Bob Kelleher, Founder Engagement Group the Tuesday Keynote on Creative ship received the highest marks at 5+ with Ric Telford, Monday's keynote close at 4.3. The panels on Workforce and the Industry Leader panel received high marks as well. Here are some of the comments:

- Many 1<sup>st</sup> timers said best conference attended, exceeded expectations, thoroughly worthwhile; excellent event, well done; returning said best SIA ever
- Add Repair Depot group & session
- A couple a little commercial
- Increase collaboration other associations to leverage power on anti-competitive
- Earlier wrap up/more breaks for networking & emails
- More networking time
- SIA energized, more relevant responding to increased challenges
- Industry Leader session more time as previous years
- Thanks to all that stood up and that provided questions and feedback
- Hands free technology cool but relevance questioned
- Add Data Standards Committee
- Educated customers and end-users on importance and their benefit of competition. Establish Lobbying efforts to open investigation at DOJ & AG level on anti competitive activity.

## 012 Review of Summit continued (Presentations are on the member only section of the website)

Some highlights:

- Aberdeen survey results showed “Importance of Service and Impact on Economy” will continue to grow by 68% increased focus on those surveyed; we are seeing this on the increased importance by OEM’s to monopolize their service. Service organizations are increasing the level of executive responsible for service; looking at service as a profit center went from 61% in 2010 to 68% in 2011; predictions 2012 and beyond will show increased competition for service; increased focus on services revenue; service revenue as a proportion to overall revenue will increase; employee engagement focus will increase.
- Ric Telford of IBM also had some interesting tidbits: As process automation matures, focus is shifting to new areas of business in IT; analysts have identified these shifts as social media, mobile, analytics and cloud; in 2011 time spend on social media sites surpassed search engines such as Google; clouds are about much more than the cloud with the “third platform” for IT industry growth emerging; cloud is recognized as an increasing important technology; big data and advanced analytics will become the next must have competency with digital content expanding 50%. Social Business, Mobility, analytics and cloud will shape the industry going forward.
- Technology Service Insights presentation revealed: Customers want one point of contact on service; customers want partners, increase in partnering between ISO’s; those surveyed indicated the game changers are globalization and cloud; current and anticipated challenges are global economy, anti competitive pressures from OEM’s, competition, margin erosion and workforce dynamics. The opportunities were operational efficiencies and automation.
- Creativeship by Bob Kelleher provided great insights into increasing the employment engagement and identified Creativeship as the new Leadership which is the creation of great and sustainable cultures and business models, made possible through a tenacious focus on purpose, engagement, performance, innovation, branding and growth. Only 49% of employees believe their leadership creates an environment that promotes growth so there is lots of room for change.
- SIA Member survey by Michael Blumberg: about half of our members are traditional break-fix with the other half in products or services to the service industry; California has most members with Northeast holding largest geographic area, SE was 3rd largest with Georgia 2nd most members; networking/partnerships is top priority among members with education on 3rd party second and promoting open service with lobbying, etc. 3rd priority with members. Trend with most positive impact to bottom line relationship building in industry, increased use of technology. Most members listed expansion into new service markets their top initiative for growth next year. OEM’s anti competitive policies and practices seen as most negative trend in industry.
- Other presentations that provided great information included Craig Simon, President Fedex Supplychain, who provided a case study; Brian Viscount of Motorola who reported on the latest and greatest in Mobile technology; Jared Miller of United Airlines who provided insight into Emerging technologies being used in the Airline industry and Jeffrey Jacobsen Golden-I Kopin Corp. who demonstrated the newest hands-free computers wearing a headset that is voice activated and connects to all your IT hardware.
- Special thanks to all our speakers and panelists who made the 2012 summit a success, and to our summit sponsors: Field Solutions, Amcor, CDE, Terix and OnForce. Most of these sponsors have already committed to 2013, the earliest ever.



**For complete info and presentations go to the member only portion of the SIA website**





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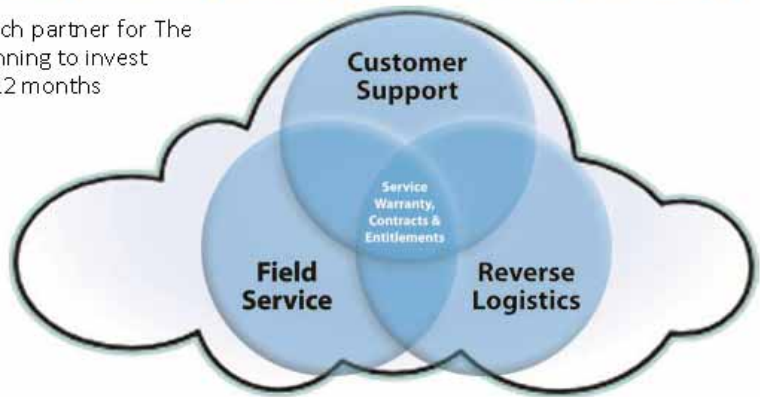
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