eNetwork News

SIA Roundtables Go Global

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

Special points of interest:

- Recap Roundtable from Toronto, Canada

- New Members

- 2012 Summit; dates March 11,12,13

- Recap Roundtable Europe 10/25

- Roundtable Palm Springs CA 12/8

- SIA announces Michael Blumberg, new Membership Chairman

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.

With Roundtables held in Canada the end of September and the first Europe Roundtable held in London, England on October 25, 2011, we have truly gone global. We have member companies now in the United Kingdom, Denmark, The Netherlands, Australia, Norway, Austria, Canada and of course The USA. Both the Canada and Europe roundtables were fantastic and at capacity with a theme of how better to partner between countries in our business-to-business forum where we promote member partnerships and with activities of a global nature such as our efforts on customer competitiveness.
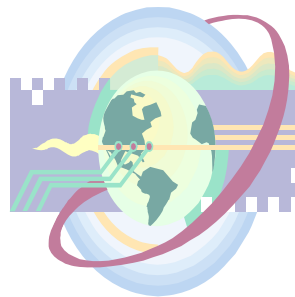
Our Customer Competitive Council has just released our grading system comparing each OEM in specific segments such as servers, storage equipment, ATM, POS, and others. Our first release was servers with storage next. You will find this under the news section titled "Customer Competitiveness Activity." Be sure to also review the white paper with definitions for the project. Special thanks to *Gay Gordon-Byrne of TekTrakker for Chairing the SIA International Customer Competitiveness Council.* We have a separate group under LinkedIn on this as well and we are working with other associations to accomplish our open competition goals.

Special thanks to *Brains II for hosting the Canada roundtable and Maintech for hosting the Europe roundtable.*

During the roundtables we are also conducting live interviews

on our Technology Service Insights 2015, which is the centerpiece and theme for the 2012 SIA Summit. Over a nine-month period, we have been conducting interviews at the roundtables in Canada, Europe and the U.S. as well as third-party interviews conducted by *Stephanie Williams of Ignite Marketing. Dave Wiedman, is Chairman of the initiative.* The information obtained during the interviews with analysis will be revealed during our 2012 Summit. Some of the highlights are reviewed by Stephanie later in this newsletter and the complete program for the summit is also shown in this newsletter.

During our Canada roundtable in September, SIA announced that *Michael Blumberg, President & CEO Blumberg Advisory Group has been named Chairman of the Membership Committee.* The Board and I are honored Michael has accepted this challenge. The Blumberg's have been an important part of our association for almost twenty (20) years and have been an intricate part of our success.

New Members this year

Brains II, Inc.
905-283-3417
Bell ATM
303740 8370
CESS-DANMARK A/S
Denmark
459-950-5000
Delta Computer Group
631-845-0400
Eastman Kodak Company
585-722-4118
Instock
1.877.STOCKED
Mosaic Technology
603-898-5966
Olympic Support
Birmingham, United Kingdom
441-212-515151
Virtual Technology
248-524-0952

New since summit

RC Electronics International 800-682-2052
Rudy Corrales, Pres. rudy@rcusa.com
Anaheim, CA

Magnext LTD 614-433-0011 jessex@magnext.com
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Columbus, OH

tekservePOS 847-805-9050 Joe Boehm , CEO
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tbone@xsnet.com

Ignite Marketing
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Atlanta, GA   Ignitemarketing@bellsouth.net

Strategic Support Solutions scline@s3fix.com
Steve Cline, President & CEO

SIA welcomes 18 new members this year, 9 since the summit

SIA Roundtable Review Europe October 25, 2011

I. Hands across the water: How U.S. Companies and European companies can Increase partnering; work more closely on key issues. Discussion led by Rich Guglielmo, Partner Amcor and Chairman SIA along with Claudia Betzner, Exec. Director SIA

How Do U.S. & European Companies Increase Partnering? Industry issues such as anticompetitive activity of some OEMs; geographic partnerships, product specific, new services offered through new partners.
Discussion of how best to Partner in SIA:

Joe Barna, CDE "The professional benefit has been to know that we are not "alone" out there in the repair world. Gaining an understanding of how others are approaching their respective business markets has been quite a learning experience and has caused us to look internally at CDE in quite a different light. We have been so narrow minded in our pursuit of the POS market we completely neglected the potential value we bring in other segments of the repair market. So now we are more broadly focused on how to grow in some of these other markets, if not directly, then indirectly through products that we can create and furnish to others already in those markets, a win-win for both." The financial benefit you receive will be reflected by the effort you put forth, an axiom I have always believed. Some companies have joined and dropped out because they did not immediately "earn" a return. But you can only reap what you sew. As a result of paying close attention to what people have been speaking of and explaining what it is we do and how we do it we have been able to develop a number of business opportunities. With confidentiality agreements in place, all I can say at this point is that we have, in the past 4 years, accomplished between $700K and $1M in direct revenue that we would otherwise not have had. In addition we have forged a partnership that allows us a national field service reach and are working on two major opportunities that could jell in the next month or so into several million in annual revenue.

A complete review of the anticompetitive activity in our ICCC was also reviewed. In addition to filing with DOJ, FTC, Canadian Commission, European Commission and all 50 states attorneys general, the OEM grading system was also reviewed. Servers and Storage Rubrics are under the news section of the SIA web site under Customer Competitiveness. There are also white papers, bill of rights and other documentd that came from the group. Other things we should do? End User is the answer. Bring Banks together, Governments together. Make Banks and end users aware of ORACLE INCONSISTENT POLICIES. **The goal continues to be "Roll back policies to those prior to change in March of 2010."** Get other organizations involved. Ask members to use their blogs.

SIA Roundtable Review Europe October 25, 2011

II. Globalization Strategies for Service & Support – Roger Taylor, CEO Olympic Support
This session discussed how to reinvent your company, outsource when needed to provide global support thru a developed list of global support partners. Examples of how companies like Johnson Controls, Computer Science Corp and IBM are reinventing themselves. Olympic 23 years old. Parts, Resellers, Brokers as well as service provider. They are seeing Law firms as clients. Also Facility.Management is new opportunity.

1. **Current Service & Support profile of EU companies; Union big discussion with Germany & Italy worst on union dealings.**
2. **What is changing? 1099 employees in UK; employee benefits.**
3. **How do you reinvent your company using a global strategy? Discussion on how you qualify potential partners. Who do you trust? Do background checks;**

Outsourcing; use trusted partners within associations you belong to where you can get real life testimonials.

Examples of companies in the reinventing mode: IBM, CSC, Johnson Controls

IBM/European Union Complaint in EU – CBE presented documentation on the issue, European Union decision and a discussion ensued after.

HP – Realigned AS Programs; $60,000 hardware mandate for Service 1 group. Dropping 40% ADP's, tightening restrictions.

The next roundtable is December 8, 2011 in Palm Springs CA. We only have a few spaces left so for invite call today.

The networking dinner (one table shown) was held in a 900-year old Haunted British Pub, held Halloween week in London. No ghosts appeared but the facility has been documented and authenticated as haunted by the British Paranormal Society. The service matched the age but everyone had a great time.

The end of the session was dedicated to the Technology Service Insights 2015 interviews of a European ISO and End-User. We were fortunate to have Allan da Graca, President of KT International and Mark A. Reilly of the Royal Bank of Scotland to answer our questions. We have been interviewing in all our roundtables this year and through independent interviews conducted by Stephanie Williams of Ignite Marketing. Results and analysis of all the interviews will be revealed during our 2012 Summit.

Special thanks to Maintech/VOLT Europe for hosting the event at their facility close to Heathrow just outside London.

SIA Roundtable December 8, Palm Springs, CA

The final roundtable of the year will take place in Indian Wells, a suburb of Palm Springs, California the afternoon of December 8, Thursday. The networking dinner will be at Indian Wells Golf Resort next door and some attending the roundtable plan to stay over and continue the networking through a round of golf the next morning. Topics are:

> **Everything Mobile: Fleet Management & People Mobility   Michael Bassi, V. P. Runzheimer International**
> **Partnering Thru SIA   Oracle/Sun Policies -** SIA
> **Thought Leaders in Logistics – Craig M. Simon, President & CEO, FEDX Supply Chain**
> **Technology Service Insights 2015 interviews of OEM and an End User**

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, one half is General Session, other is Exhibits, food functions)

Speed Networking tables set up with bell ringing every ten minutes to change tables; Continental Breakfast, Tabletops and General Sessions in Bermuda A&B

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

Monday, March 12 , 2012 (day one Strategic)

Welcome SIA Exec. Dir., Claudia Betzner, Summit 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.

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

Industry Leader Panel – 2015 Service
Over the past year in the roundtables and in 3rd-party interviews we have been interviewing CEO's to get an outside perspective on where they see Service in 2015. This session will be the live view and include IT, Medical, Parts, Depot Repair from U.S. Canada and Europe.

Technology Trends in 2015 – This session will discuss such things as smart meters, what technology devices/tools service providers will be using in 2015 and what Invasive Technology Changes will drive the market.

Vertical Industry Applications in Technology 2015 – How Technology changes are entering every phase of our businesses and home: House of the future, Security in casinos, retail distribution, utilities, healthcare industry, financial institutions and services

Break

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.

Tuesday, March 13, 2012 (operational)

Continental Breakfast

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

Customer forum – How "Service Industry Customers" expectations are changing today and what they are looking for in their Service provider, depot repair provider, parts provider. Three major companies will reveal how their view of service over the next 3—5 years will change the industry.

Keynote: How to get more strategic in running your business

Break

Workforce 2015 Panel of experts What are the future trends in staffing? Direct vs. indirect; compensation systems. Rewards programs. A panel of experts will provide their view of labor changes going forward.

Breakouts – Invasive Business Model changes
IT, Medical, Parts, Depot Repair will break out and discuss invasive business model changes in their segment of the Service Industry.
Break Summary review of Breakouts reviewed in General Session.

ICCC Update and How to work in an environment Overcoming Barriers to Service & OEM Restrictions
 A review of Current actions by OEM's such as Oracle/Sun, Cisco, HP; SIA actions
Gay Gordon-Byrne, President TekTrakker and ICCC Chairperson
Wayne Moore, Pres. Acetara (Medical OEM actions)
Bernd Appleby, President & CEO Terix Computer Service (IT OEM actions in U.S.)
Tony Heintzberger Director Brains II, Inc. (Canada)
Dennis Neilson, Director CESS (Denmark)
Alan D Graca, President KT International (The Netherlands)
Mal Fraser, Director MVSS (Australia)
Wrap Up – 4:00 P M to 4:30 P M

Grand Finale – Cocktail Reception (no host)
Full seated dinner at 7:30 P M; SIA Paid attendees only; tickets available for spouses $100 each, see registration desk

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

SIA Roundtable Review Canada September 22, 2011

Session I Part A: International North American Marketing – Charles Hanna, President Brains II with Tony Heintzberger and Joe Pazzano

1. Current Service & Support profile – 7 branches in U.S. from different times; primary Canada
2. What is changing? Migrated to service
3. How do you reinvent your company using a global strategy? Through Partners
4. Outsourcing discussed as a way to increase the U.S. Canada bridge

Examples were shown such as IBM that have reinvented themselves

How U.S. & Canadian companies increase partnering; what are the opportunities?

1. How are you working together; examples shared of partnerships
2. Why not?
3. What are you looking for?

What connections exist currently? 5 – 10% demographics are U.S., remainder Canada; general discussion was to use U.S. & Canada within RFP's. Discussion on the Xerox policies as they related to Docutech's, which was a closed system. Brains II took them thru courts to repeal the anticompetitive laws with some success discussed by Mr. Hanna.

The group was treated to a tour of the Brains II corporate & operations facility. They have three primary stocking locations within Toronto with other locations all over Canada. The professionalism and intelligence on the briefings was noted by those attending the tour. Special thanks to Brains II for hosting the roundtable.

Session II Renewal Business Tom York, President Essintial Enterprise Solutions
Questions discussed:

Examples of Success: Renewals; How has it changed over past year
What is your strategy for Renewals; What are customers asking for?
How has the Global Economy changed renewals? Examples of Success: Renewals
What is your strategy for Renewals; What are customers asking for?
How has the Global Economy changed renewals? Costs vs. quality
How to increase percentages of renewals; What about add-ons
Are there safe customers anymore? Costs comparison renewal vs. new business
Are renewals a priority in your company, if not why? How well do you do on renewals? These were a part of the discussion. One discussion was timing of renewals; don't make them all due same quarter. Revenue stream should be disbursed throughout the year and allow time to focus on renewals.

How do you track your renewals? Is it value of revenue, number, or customer? The Evergreen strategy was discussed: "Sell it once, always there." Downfall of this strategy is no data.

Renewals different than new business, think about renewal at time of initial contract. Be sure you have accurate data and multi-year. Some thought longer the better with reasonable increases but complacency can be a problem because you take it for granted.

Compensation on renewals: Are your sales people compensated? Big argument for compensation to go to who has relationship with customer. There was a mix of compensation strategies. Start renewal process early, customer will have a procurement agent negotiating on their behalf.

Pricing: Some customers asking for double digit decreases. Negotiate other equipment or services that is not under contract to lower the price. Six months out have a plan on pricing. Have several options they can eliminate to lower the price. Change hunters into farmers. Pay upfront but renewal NEW BUSINESS with some customers. Some pay on an automated system but you should be careful if you cut them a new bill with changes in a letter, they may review you out of a contract. Sometimes getting creative such as one that moved the data center to a less costly location works. General: Be open to new requests, help solve customer problem and improve relationship. Have more collaboration with partners on renewals. Customers are asking for "more value" today than previous years. GO FIND NEW VALUE!

Special thanks to Brains II for hosting the Canada roundtable

TECHNOLOGY SERVICE INSIGHTS *by Stephanie Williams, Ignite Marketing*

Technology Service Insights 2015 is SIA's revolutionary initiative created to assess and share credible information about current and future service and technology requirements. Input is being solicited from both end users and service providers, and those that provide services to the service industry, to identify service and technology challenges and opportunities to help better position organizations for the future. Findings will first be shared during the 2012 Summit for Service Leaders, March 11-13, 2012 in Las Vegas.

A few of the key takeaways that will be addressed include:

"One throat to choke/back to pat". Customers are consolidating their supplier lists, forcing providers to acquire, outsource or partner in order to service most, if not all, of clients' support requirements. Challenges include quality, integration, and determining how to acquire or obtain the services customers demand.

Customer, partner or competitor? In customers' drive to eliminate as many touches as possible, providers are simultaneously supporting, partnering, and competing with their peers. Providers are challenged with who to work with, when, and in what capacity, while securing their intellectual property (IP), and more importantly, customer contracts.

How much information is enough? Today's real-time, Web-enabled world demands complete visibility and access at all times, with data that both reports service delivery, and provides proactive diagnosis to avoid future missteps. Technology investments to enhance and scale current infrastructures, and for additional resources to analyze and report data, are balanced with needs for additional operational improvements, like streamlining and automating processes.

Don't miss this important event and opportunity to learn and share from your peers.

Stephanie Williams, President
ignite Marketing

ignite Marketing delivers marketing strategy and support to supply chain service providers serving a variety of high-tech industries including computer equipment, data storage and networking, electronics, medical equipment, point of sale (POS), and telecommunications. ignite's distinct understanding of supply chain service providers' challenges and opportunities in differentiating themselves, paired with our marketing expertise, provides a unique capability to our clients. As a member, ignite is committed to SIA's mission and values, and strives to further the organization's objectives, providing long-term value and opportunities for its membership. Learn more about ignite at

http://www.ignitemarketingfitness.com/.

Special thanks to Charles Hanna, Pres. Brains II and Greg Spooner of IBM for the Canada interviews!

SIA

The Network for
High Technology
Service
Promoting
Customer Choices

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ork.org

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

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