

# eNetwork News



## 2013: New Website, Roundtable expansion, New Board, ICCC continuing advocacy



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

### Special points of interest:

- Summit 2013 + Program updates
- New Members
- ICCC Update
- Roundtable schedule & review from Europe & Chicago
- Letter from President
- Website Update
- Board Appointment
- Member referral program

**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.**

### ***Roundtable Expansion***

During 2012 our Roundtables reached capacity so in 2013 you will see an expansion of the roundtables with three in U.S., one in Europe in Scotland late summer, and we are working on Singapore in September and have identified a possible partnership with RLA, either before or after their annual event in Singapore. A committee has been formed to advise the board on the final decision. We have increased alliances with other associations such as ASCDI and Comptia. This year we attended one of ASCDI's events and Joe Marion, ASCDI President, attended our roundtable in Amsterdam. We are working with them on anti competitive topics through ICCC.

Lastly, we are working on an alliance with Comptia and share a board member, Craig Youngblood, who sits on both boards. The final roundtable for this year is December 6 in Palm Springs. Topics are Data Security and Corporate Culture. These roundtables are a great source of information and many times are previews of same topics expanded in the annual summit. This year Parts was a major topic at the roundtables and we will have a panel on this topic at the summit. Likewise Corporate Culture is another hot topic previewed at the December roundtable and is the focus of one of our keynotes at the summit with a follow on panel discussion.

### ***New Website***

As discussed with you in the last newsletter, in 2013 we will have a new interactive website adding social media, blogs, open content and a much improved Membership database through Neon. Our goal is to have it up and running in early spring. At that time we will ask you to go into your record and update all pertinent information with an updated profile and you will create your own login.

*(during the Amsterdam Roundtable the group was treated to a sterile, static-free tour of the KT International facility. Below is one of the pictures from that tour. Special thanks to Allan Da Graca and the entire team at KT International for hosting the Amsterdam event.)*



***Amsterdam roundtable***

### **Schedule for remainder of 2012 roundtables**

December 6, 2012 West coast – Palm Springs Hyatt Grand Champions



SIA welcomes  
18 new  
members this  
year, 10 since  
the summit

### New Members 2012

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

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

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

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

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

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

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

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

### New since Summit

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

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

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

**Origina (IRELAND) 5/12**  
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**Blazing Systems LLC**  
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bill@blazingsystems.com

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0049 6146 83880  
Hockheim, Germany

## Letter from the President, Randy Parks

Dear SIA Members,

The past quarter has seen a lot of activity within the Service Industry Association on many fronts. Our recent roundtable event in Chicago had the highest level of attendance ever and helped introduce several new companies to the SIA. We also held a very successful meeting in Amsterdam and based on the high level of interest from our International members we are planning two additional International events for 2013, one in Scotland and another to be held in the Asia Pacific region, possibly Singapore. Our next roundtable event is scheduled for December 6th in Palm Springs, CA and the topics will address Corporate Culture and Data Standards & Security.



In other news, we have added a new board member, please join me in welcoming Jerry Edinger to the SIA board. Jerry has had a long and successful career as a Services industry executive, he spent many years with IBM prior to becoming Chairman and CEO of Customer Service Delivery Platform Corp., a company that specializes in services management systems solutions. Jerry has already stepped up to chair a committee we are establishing to communicate and promote "C" level education and awareness to the issues our industry faces.

I am also pleased to announce that we have selected an association management software application (Neon) and will be integrating this with a newly designed SIA website early next year. The new site will be more compatible with social media platforms, allow better member to member communication, allow more self service for membership and save the SIA thousands of dollars per year.

Last but not least the program for the 2013 Annual Conference in Las Vegas is coming together nicely. The theme will be "Building A High Performance Service Engine" and will feature highly motivational guest speakers and some great panel sessions with innovative services industry leaders. Last year's event was the most successful one we've had in over a decade and 2013 looks to be even better.

Hope to see you soon.



Randy Parks challenges membership to each bring a new member to summit



## SIA announces new Board appointment & New Committee, Strategic Communications with Jerry Edinger, Chairman



### Jerry Edinger, President, CEO

With over 30 years of business process and service solution experience, Mr. Edinger is responsible for leading the strategic vision and growth of the company. He also plays a major role in directing CSDP's day-to-day operations. He joined CSDP in January 2008 after retiring from IBM. While working at IBM, Mr. Edinger held several Management and executive roles in all aspects of IBM's services and support business. Prior to IBM, Mr. Edinger held the position of Director of Operations for Technology Service Solutions (TSS), a joint venture with IBM and Eastman Kodak, performing service for all of IBM's personal computers, point-of-sale products, networking and RISC6000 products as well as OEM products. During his tenure at TSS, he was responsible for growing the OEM business from \$60 million revenue to \$320 million. In addition, TSS went from a negative gross profit business to a plus 36% gross profit business. Mr. Edinger studied Electrical Engineering at Notre Dame and received an MBA from NYU. He also served in the United States Navy as a navigator in naval aviation.

## SIA new Member Referral Program—What's in it for you!

As an added incentive to bring new members to SIA we are holding a contest, the member who brings in the most new members gets a prize at the summit.

Additionally, for every new member and or summit attendance you get \$100 off your summit attendance.

Special thanks to Soren Larson of Nordic Computer in Denmark who recommended SIA membership to our newest member from Germany—Technogroup IT Services. He just earned a spot in the prize category and \$100 off his summit attendance. Soren saw the value of more members means more to partner with and form alliances.

At the Amsterdam roundtable many of the European members were very keen on forming new partnerships with other European companies and with U.S. companies. Many new European members attended their first roundtable such as Tomas O'Leary, President of Origina, who was so impressed with the quality of our great members he too is now more involved. The real value as a member is by getting involved, coming to meetings, roundtables and of course the summit which is the greatest networking opportunity of the year to be with other top level executives, CEO's, Presidents, Owners and create for yourself business opportunities. Each year we say we have the best program but I believe the 2013 will set the bar higher than ever. Remember you only have a month before the next discount ends.

Go to our website and register today:  
<http://www.servicenetwork.org/>

SIA welcomes  
 Jerry to Board  
 and Chairman  
 Strategic  
 Communication  
 Committee

## ICCC Update, Gay Gordon-Byrne, Chair

### ICCC Update – the “Digital Right to Repair Act of 2013”

It has been clear for several months that we cannot achieve our goals through anti-trust activity. The option remains for end users to litigate against manufacturers for anti-trust, but not the SIA.

We are pressing ahead to fight the bigger battle – that of legislation designed to provide the Right to Repair for Digital

assets in law. This will directly benefit all our Members, all our Customers, and all Consumers. Consumers are Constituents and Legislators care about Constituents.

The recent Massachusetts Automotive Right to Repair was passed not because the local repair shops whined about the cost of tools, but because consumers got involved. We have a similar opportunity if we focus on the impact to consumers of being forced to “dealer only” repair of a vast array of digital devices, including televisions, cell phones, and even major appliances.

This is a State and Federal legislative effort in which we hope all members will participate. The SIA was instrumental in having our interests included in the DMCA as “The Right to Repair Act,” and this is no different. We will be forging alliances with interested groups, and using our own members to present our cause to legislators.



During this past year, SIA has much increased its actions including trips to Capital Hill, meeting with the U. S. Department of Justice and developing alliances with other associations that share our concerns for an open free market where everyone can compete in a level playing field. We have also forged alliances with other associations and while they will help us on the right to repair, one of our alliances, ASCDI has an issue called first sale doctrine which is now in the hands of the U.S. Supreme Court. We will keep you posted on that action. Meanwhile.....

We need many hands to help drive our efforts on a right to repair act, either new or revised from the original. We are meeting with a couple of Departments in the U. S. Congress to help us determine which is better for our efforts. There are many ways to participate, none of which require a financial commitment. Please contact Claudia, Randy, or myself about how to help.



Gay chairs our  
International  
Customer  
Competitiveness  
Council



## 2013 Service Industry Association Executive Summit for Service Leaders Program

Sunday, March 17, 2013

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:



Summit 2013  
begins on St.  
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Green  
everything!

Monday, March 18 ,  
2013 (Strategic focus)

Continental Breakfast & Break sponsored by

Keynote Building your High  
Performance SALES Service  
Engine – (Gil Cargill)  
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Keynote sponsored by:



Tune up your service business - Five threats that could kill your growth - Michael Blumberg, President Blumberg Advisory Group What are the economic trends, what is the market data, what you need to drive your service business, what are the industry trends, M&A activity, Equity trends  
Networking Break

Emerging Technology Trends that promote growth - Dave Wiedman, President Lexicon Tech



Networking Lunch sponsored by

Industry Leader Panel Taking advantage of opportunities to Build your Service Engine

Strategic: Business Intelligence – Analytics Tom York, President Essintial Enterprise Solutions  
Consolidation of data, program management, turning actionable data collection into profits, who to share data with.

Networking Break

ICCC meeting (ISO's only)  
Networking cocktail hour following summit—  
sponsor:



## 2013 Summit continued

### Tuesday, March 19, 2013 (operational)

Continental breakfast

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

**Keynote: Culture –corporate culture for sustainable success. Revving up your engine.** Martin Carbone, Sr. Partner Acclivus sponsored by:



**Building your Corporate Culture Strategy – Panel Discussion** Tom York CEO & President Essential Enterprise Solutions, Joe Barna President, CDE Services Jonty Marnoth, CEO Efficient Client Services

Networking break

**Revving up your People Engine for High Performance** Enoch Timothy President & Chairman Paladin Enabling your people, what motivates them



Networking Lunch Sponsored by

**Healthcare Reform and the impact on your business** - Jerry Edinger, President Customer Service Delivery

Networking Break

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

**SIA Website** Michael Lipson, Partner Medequip Biomedical This will preview the new SIA interactive website.

**Update on IBM 3<sup>rd</sup> Party policies** – Tim Glinski, IBM Director 3<sup>rd</sup> Party Relations

#### Wide world of Parts

Categories identified - Grey market; Counterfeit parts; refurbished parts; generic parts; OEM parts (quality and vetting of parts) – Dave Wiedman, Bernd Appleby, Todd Bone, Gay Gordon-Byrne Tim Glinski, IBM from the OEM perspective

**Wide World of Parts - Part B: Vendors & Depot to discuss anticompetitive actions in parts**

**Wrap Up** – Awards for members who brought in new company members; award of free conference attendance, drawing

**Grand Finale** – Cocktail Networking Reception (host) spot available

Full seated Networking dinner at 7:30 P M (host or partial hosting available)



Networking a  
major part of  
the 2013  
summit!

## Amsterdam Roundtable September 20, 2012



Special thanks  
to KT  
International  
for hosting the  
Amsterdam  
Roundtable

The day began with an overview by Allan of the historical perspective of KT, how they grew, what they specialize in. KT began in the early 90's and grew substantially and as Kender began to have health issues and could foresee the growth, Kender brought in a partner Thijssen. This group is now KT International headed by Allan Da Graca and is part of a very large organization called Detron with close to a thousand employees and branches all over The Netherlands specializing in IT and Telecom. Special thanks to Allan and his staff for making this a great event.



### Session I: Hands across the water –Executive Director & KT International

**How U.S. & European companies increase partnering; what are the opportunities; How are you working together; examples shared of partnerships; What connections exists currently? Current Service & Support profile of EU companies. Many European members have a strong desire to partner with other European companies and U.S. members. The summit is a great opportunity for that.**

**What is changing? Many are going to a global strategy with outsourcing.**

**Technical skills – Baby Boomers retiring; how will you attract employees with needed skill – this issue was discussed since many skilled are retiring and it doesn't seem there is adequate training available.**



Most were going to homegrown training, internships, etc. to develop skills needed for specific functions. Most agreed when you hire a technician you have to train them no matter what their skill levels to your company culture.

The second session was an update of ICCC activity and the final discussion was Parts in Europe.

**Wide World of Parts – Frontier, Benjamin Ingwersen, Vice President** presented a complete overview with his vast knowledge of parts.

#### Categories identified

1. **Gray Market** what does this mean, how does it affect our business. How customers can confuse gray market vs. refurbished/used.
2. **Counterfeit/unauthorized or bad build ups.** – why we should all fight against this and how we can help the manufacturers with the battle. Why it happens and what to watch out for.
3. **Refurbished - Manufacuter refurbished vs. Used/refurbished. Pros and Cons.**
4. **Generic - Why they can help you and when they really get you in trouble.**
5. **Sources for parts discussed. The group did not think OEM's even make parts. All outsourced.**

The day ended with a dinner and entertainment in downtown Amsterdam with all attending. Efficient Client Services, Jonty Marnoch, of Scotland offered to host the 2013 Europe event at his facility in Stirling, Scotland. The dates will be jointly decided by the Board and Efficient Client Services.



## Chicago Roundtable October 25, 2012

**Session I Wide world of Parts**– Dave Wiedman, Bernd Appleby, Todd Bone  
(This session will lead into a major session at the summit of parts with a panel discussion)

- **New** –sourced from mfg. or VAR

**Used** – previously owned

**Gray Market** what does this mean, how does it affect our business..off contract, sale not always out of country; mfg. selling to partner

**3<sup>rd</sup> Party Replacement/ Refurbished**

**Black market/Counterfeit**

**OEM Parts depends on vendor, some impossible such as Motorola, end user boss; owner of eqpt. Can; OEM's do not make parts; most made in Asia countries;**

Discussion on XS Int'l required to remove 20,000 sku's from GSA contracts due to Cisco only option on their "perceived" black/counterfeit market and developed strategy (which has good companies like XS blocked out).

**Anticompetitive activity in Parts** discussed such as First Sale doctrine which governs parts into U.S. The October 9 IBM announcement was also discussed by Tim Glinski of IBM. A letter from SIA was sent to IBM through Tim and we are awaiting official response.

### Session II Cloud Strategies, Jerry Edinger, President & CEO CSDP

According to a 2011 Forrester study, 23% of firms use cloud-based (SaaS) applications. (The SaaS Market Hits Mainstream: Adoption Highlights 2011 by Liz Herbert).

Let's see how representative this group is of that statistic. Whose organization is currently using one or more cloud application? Half; Who is using cloud applications for something OTHER than CRM, HR, or file sharing? Email, QB, CRM, Membership; What applications are you using and how it's going also discussed.

Is there a bigger interest in SaaS (software as a service), IaaS (infrastructure as a service) or PaaS (platform as a service)? The Forbes Magazine article *Looking At Cloud Strategy Through The Lens Of Value* states: "For leading-edge enterprises; the cloud has emerged as one of the key strategies CEOs are exploring to enable their companies not only to reduce costs, but, more importantly, to empower entirely new business models and offerings for customers." <http://www.forbes.com/sites/ciocentral/2012/04/29/looking-at-cloud-strategy-through-the-lens-of-value/>

How has the cloud impacted your business models and customer offerings? How does the cloud fit into your overall strategy? What benefits are you experiencing from cloud solutions? Who has tried a cloud solution but went back to an on-premise solution? Tell us about your experience. CSDP sells cloud services to clients. What are your biggest concerns related to adopting cloud solutions? Security

Who has been using a cloud solution for more than 3 years? Half ; How has your experience changed over the last year from when you first started with cloud? Yes, major changes; What are some of the kinds of cloud solutions you are considering adopting and why?

Who has a formal plan for cloud application adoption?

According to the CIO Magazine article *CIOs' Cloud Strategy Must Include Public Cloud Services* from April of this year: "While many (if not most) companies will implement an internal private cloud, every company will need to incorporate public cloud computing into its operating environment" ([http://www.cio.com/article/705135/CIOs\\_Cloud\\_Strategy\\_Must\\_Include\\_Public\\_Cloud\\_Services](http://www.cio.com/article/705135/CIOs_Cloud_Strategy_Must_Include_Public_Cloud_Services))

How do you feel about public versus private cloud?

What do you think the biggest misperception or fear is surrounding cloud ? Security of data (this is next roundtable topic 12/6 Palm Springs)



Chicago Roundtable over capacity, had to change location 2 times to accommodate size. Thanks to Belmont Technology for hosting room and break, Blue Ribbon Techs for cocktails.





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Is your service organization leaking revenue? Do you know where and how to fix it? We invite you to read our blog *How to Stop Field Service Revenue Leakage* where we've outlined 10 critical questions to determine if you have a leaky field service revenue pipe and recommendations for ways you can fix it: <http://www.csdpcorp.com/RevenueLeakage.aspx>

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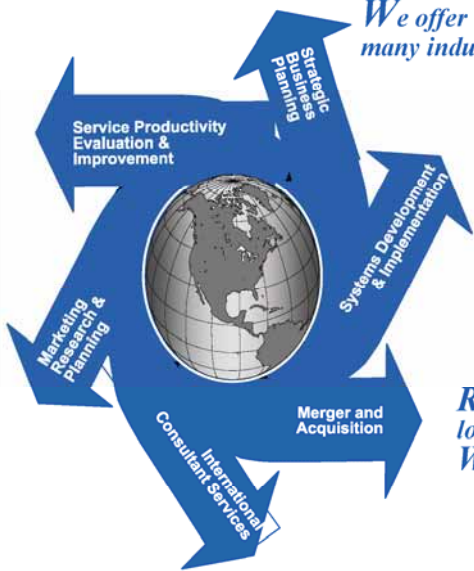
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**Sunday Reception:**



**Monday Lunch**

**Monday breakfast & Breaks**



**Monday Keynote**

**Monday Cocktails**



**Tuesday Keynote**

**Tuesday Lunch**





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### Data Center Relocation

- All staff are trained Technicians, not general purpose movers
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- Strategy & consolidation planning
- Asset swap or swing equipment
- Migration timelines & budget planning
- Application checklists & data synchronization
- Communication plans & command centers



### IT Lifecycle Management

- Asset retirement
- Data erasure (certified) - DOD 3 pass/7 pass
- Data destruction (secure)
- Asset redeployment
- Asset purchase
- Asset recycling



### IT Lifecycle Management

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Service Industry Association

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