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SERVICE INDUSTRY ASSOCIATION

Volume 81

eNetwork News

SIA Global Roundtables for 2013

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

Special points of interest:

- 2013 Roundtable schedule
- 2014 Summit Dates
- New Members
- ICCC Update
- Digital Right to Repair coalition
- 2013 Summit highlights
- Website—New Membership Software implemented

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.

The 2013 SIA Roundtables are now truly global with Asia added, continuing 3 in the U. S. and 1 in Europe. The next roundtable is Atlanta June 6 and we are at capacity. Topics for this roundtable: Key Performance Indicators – operations Analytics M Blumberg, Pres. Blumberg Advisory (2) Sales Planning Ray Miller, V.P. CSDP; follow on from Cargill on sales leads from the keynote summit.

July 25 roundtable in Scotland will be hosted by Efficient Client Services, a couple spots left. Topics for this roundtable: Developing partnerships between Europe and U.S; between EU countries. – Issues and challenges C Betzner, Chief Exec. SIA, Jonty Marnoch, CEO & Simon Grey, Partner Efficient Client Services will lead discussion ; (2) A discussion on anti competitive activity in Europe and new policies by OEM's that are anti competitive led by Christina van Oostrum President, CBE.

September 12 will be in San Francisco and we still have spaces available. Topics are: Trends in Managed Services Business Model; diagnostics, Pricing, Billing.

September 25 Singapore hosted by Solid Systems for the roundtable with a welcome reception hosted by ASVIDA. We only have a couple spaces left for this event. Topics are: Breaking into the Asia market – challenges and opportunities James Lim, CEO Solid Systems APAC. (2) Logistical challenges in Asia – Parts/goods in and out - Customs requirements – James is bringing in experts for this session.
December 5 Ft. Lauderdale. First topic Managed Services; Mobil Devices Chair Bill McCubbins . He will bring in a key speaker. This session is a follow on from

Roundtable Schedule for 2013:

June 6 Atlanta. Ritz Carlton (Atlanta members hosting)

September 12 San Francisco

December 5 Ft. Lauderdale

Summer Scotland – July 25 ; Efficient Client Services host

September 25 Singapore, Solid Systems hosting; RLA meeting beginning of same week; Singapore Grand Prix weekend before.

SINGAPORE—9/26

SIA welcomes 15 new members for 2013 including 5 new international, our biggest growth segment

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Edinburgh Castle, site of July Roundtable, hosted by Efficient Client Services

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SIA Summit review and announcement for 2014

Some of the highlights included a NASCAR theme with Dave Wiedman of Lexicon, dressed as a driver delivering a presentation on Service Growth Drivers and the proliferation of tablets. Dave's half of the Industry Trends dealt more with mobility and how that will change the future. Michael Blumberg's session was 5 tips to accelerate business growth using the industry trends. We had two dynamic keynotes kicking off each day, first by Gil Cargill on Sales Service Engine and the second day by Martin Carbone of Acclivus on Corporate Culture and how to revv up your culture engine for corporate success. We had two panel discussions, day one led by Frank D'Alessio with other industry leaders discussion on " Taking advantage of opportunities to Build your Service Engine" with emphasis on broader higher end products. Day two panel "How to build your company Culture for high performance." Tom York and Peter Brooks co-chaired this discussion.

Other highlights included a major presentation on Healthcare reform and how it will affect our members led by Jerry Edinger, CSDP and Daniel Kopti of Wells Fargo. Another high ranking session was Business Intelligence—Analytics presented by Tom Clauser of Essintial. The welcome reception on St. Patricks Day was a highlight hosted by Field Solutions. Special thanks to Kevin Joyce for being our leprechaun. Updates and side sessions on ICCC and our Digital Right to Repair initiative were well attended..

2014 summit topics and sessions now open for submission to cbetzner@servicenetwork.org.

a **Overall the group rated this summit Excellent from 87% of the attendees with the other 13% very good.** Speakers rated top on the evaluations were sessions highlighted above. We continue to strive to make the summit better each year and having max of six hours per day content is ok for day one but most wanted more networking opportunities like the very popular grand finale held at Venetian's TAO on Tuesday evening. Therefore next year day two will end with a networking long lunch at the pool ending around 2:30 P M and the grand finale will begin a little earlier. We will also add the Golf Tournament back for Sunday.

The board and those attending agree we should go back to Mirage in Las Vegas and while I don't have the contract locked down yet with the preferred meeting space, timing and rate, it looks like **March 30, 31, April 1, 2014 will be the dates back at Mirage in** St. Croix, which works great for overflow crowd on the patio during the receptions. **Special thanks to all the Sponsors of the summit: Field Solutions, Emcon IT, CDE Services, Onforce, Terix, Amcor, Essintial and Maintech.**

SIA Board meeting and actions

The next SIA Board meetings are June 5 and 6 in Atlanta. In addition to the regular board meeting the board will meet an extra day to discuss the strategic direction of SIA. This session will be led by the **newly elected Executive Vice President of SIA, Tom York**. Some of the discussions will include How do we ensure relevance in the future? Strategy regarding OEMs – Bridges or Walls? Can we do both? New company types to consider focus on? Leveraging the global membership. Alliances – Who and why? Our regular board meeting chaired by our President, Randy Parks, will discuss future direction with budget considerations for our anti competitive committee, ICCC and our Digital Right To Repair Coalition. The regular board meeting will also develop the theme and focus for the 2014 Summit with possible topics and keynote speakers. Please email your suggestions for topics to me at cbetzner@servicenetwork.org.

SIA Website Update— New member database

In January the SIA website got a new facelift with a completely rebuilt website, interactive with social media, blogs, and share buttons. We have had very positive comments on the appearance and functionality of the newly designed site. You now have the ability to comment on blogs, Additionally, we have facebook, twitter, LinkedIn and share buttons on the site. If you see a post, article or something you believe would benefit our industry, pass it along to your customers and employees and ask them to "share" to their friends and colleagues.

SIA introduces our new website and membership platform

This week we now have the membership software implemented for both the public portion of the website and the member only portion of the website. This feature allows you to look up various categories of service offerings, OEM's services, geographic coverage, and allows others to find you. We are still working on some of the glitches in the software but have sent an email to all primary member contacts and additional member contacts with a link for you to go in and set your own password, edit your profile and the primary contact can change the company profife, add or delete others in their company that should be on the database. If you did not see the link because you thought it was spam you can still get in if your email address is listed in the contacts of your company by clicking login, then help. The system will send a link to your email address if you are in the system so you can set your password.

We are working on simplifying the instructions for the find a member category. Within the next 30 days we will fully implement the billing portion for future member dues, new memberships and summit registration.

SIA ICCC & DRTR updates

The mission of the ICCC and DRTR is to make sure there is a vibrant competitive environment for equipment support and repair in ALL industries. By the end of June we expect to have an organizational, marketing, and funding plan approved by the SIA Board which will allow us to move ahead with legislative action. The DRTR will be taking the lead on legislation and the ICCC will remain active in support of SIA members.

Several customer education pieces are up on the DRTR, and SIA websites to support your marketing efforts. Please take advantage of the materials. There is a general "Buyers Guide" that applies to all equipment, part shown on opposite page, a joint SIA-CBE rebuttal to a piece circulated by IBM in the UK on Maintenance Marketing, and more support pieces are in the works. Please check the DRTR website for posted materials. You can also see discussions on our LinkedIn page. If you are interested in posting a discussion and are part of the LinkedIn ICCC group we encourage that. If you have a blog post send to Gay. We will look at it and determine if appropriate for DRTR or SIA.

Please continue to provide us stories and evidence of any anti-competitive activity you experience, and feel free to make suggestions of how we can help your businesses.

We continue to update activity in the bi-monthly conference calls, websites, and during the roundtables.

Buyer's Guide to Digital Electronic Equipment: No strings attached

By Gay Gordon-Byrne, President, TekTrakker®

Many products with digital parts are sold with "strings" designed to lock buyers into high-margin post-purchase contracts for such things as "Support", "Maintenance", and "Upgrades". Some contracts are so intertwined into the purchase that buyers are forced to replace fully functional equipment on a schedule dictated by the manufacturer.

We know that as owners of non-digital equipment we can modify, resell, upgrade, and repair what we bought in any way we see fit. None of us expect to seek the permission of the Original Equipment Manufacturer (OEM) for any of these purposes. The same rights of ownership need to apply to digital devices and parts – or none of us "own" any of the products we are purchasing.

Support and repair are key elements of Owner's Rights. If equipment owners cannot keep their equipment operating over their use of the product, then the equipment has no value other than scrap. Digital equipment is complex and fragile[1] and support of hardware and software problems is often needed. It is therefore essential that owners be able to support and repair their purchases outside the OEM requirements, otherwise, basic elements of ownership rights are lost.

Gay chairs the SIA anti competitive committee, ICCC. This article is directed to the customers of our members. Send the link to them.

The following policy choices on the part of buyers will determine how much, or how little, is owned in a digital product. Keep in mind these policies reflect current issues with digital hardware ownership, not the licensing of operating systems, application products, or media/content.

Five Policies that Support Hardware Ownership Rights

Warranty: Transfers with equipment

Usage: Modifications and customization: OK

Licenses and Content: Remain wholly separate

Used Machines and Parts: Acceptable for manufacturers maintenance if operational

Time & Materials Repair: Option available regardless of license or warranty status

Big Five Hardware Repair Requirements

Manuals: Operating & Repair included with product or internet download

Tools: Specialty tools with product or easily available for purchase

Parts: Service Parts for new machines available for purchase

Diagnostics: On-Board diagnostics come with machine, external equipment available for sale

On-Board Software: Comes with machine, supported as hardware

These are the same 5 elements needed to repair automobiles, major appliances, home energy monitoring systems, cell phones, and business class computers.

Gay's complete article on this can be found in IACCM monthly publication. Suggest you reprint this, send to your customers and employees and ask them to hit "share" on social media.

https://www.iaccm.com/news/contractingexcellence/?id=132

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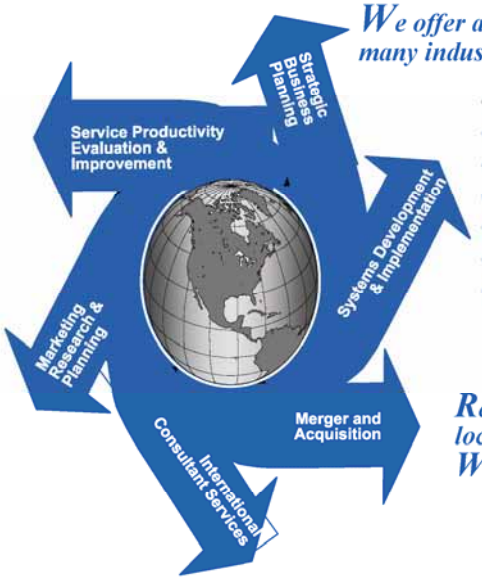

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