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SERVICE INDUSTRY ASSOCIATION

Volume 88

eNETWORK NEWS

Building on the Future in a Smaller Connected World

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

Special points of interest:

- President's Letter
- 2015 Summit program March 15, 16, 17, 2015 at Mirage Las Vegas.
- New Members
- Roundtables in KL Malaysia October, Phoenix, AZ December reviewed
- New sponsor highlighted
- DRTR News

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.

"Building on the Future in a Smaller Connected World" is this year's 2015 Summit theme, and highlighted throughout this issue. We chose this theme to address the dramatic global growth the SIA has experienced during the past few years with a strong push for global expansion. The Summit kicks-off with our annual golf outing on Sunday March 15: tee times begin at 11:00 AM. Kevin Joyce of FieldSolutions is running the event and pairings – please contact us if you would like to participate. Sunday evening is Welcome Reception hosted by FieldSolutions starting at 6:30 PM and Summit registration at 5:00 PM at Registration Desk 1.

On Monday, March 16 we are holding our inaugural New Member **Welcome** Breakfast for all members who joined in 2014 to join the Board's Executive Council from 8:30 AM to 9:25 AM. All other delegates are invited for the event breakfast in the exhibit room at 9:00 AM, hosted by AMCOR. We'll start the day with Tom York, SIA's President, who will announce our first **Global Board** election results for the term of 2015 to 2017. A full day's agenda follows, with presentations and discussions about industry market data, beginning with John Thompson's "BIG DATA" presentation. Raised in the US, John lives in Europe and provides a valuable global perspective. He is Founder & Managing Director of Information Professionals. After our OnForce-sponsored lunch, the big data discussion continues with a panel led by Bernd Appleby, CEO and Founder, Terix Computer Service. From there, SATMETRIX will begin our discussions around customer metrics and engagement which will be followed by a global panel led by Dave Wiedman, President, Lexicon Technologies, on "How to Make Customers Stickier." Roundtable breakout discussions will conclude Monday's program before a Terix-sponsored cocktail reception.

Integrity Global Solutions hosts our breakfasts and breaks throughout the day on Tuesday March 17, which Tom York will kick-off with his State of the Association address. After the address, Tom's "Vision of the industry" presentation will talk about how the Internet of Things, mobility, and related technology advancements impact customer requirements and expectations, as well as supporting field services models to respond to these changes.

Our closing Summit keynote, sponsored by CDE Services, is titled, "Building on the Future," delivered by Philippe Cesson, Founder & CEO Cesson 3.0, who has also resided in both Europe and the US, and operates his business in North America, Latin America and Europe. Lunch will be sponsored by CSDP outside.

20 new members, 4 new sponsors

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SIA President's Letter from Tom York, CEO & President Essintial Enterprise Solutions

SIA Membership,

It is hard to believe that I am closing in on my first year as your president. It has been a productive year thus far in regards to our progress to make sure we have a stable platform to build upon as we move forward on the initiatives of establishing a stronger value proposition and global expansion. At the same time, the board is very anxious to start moving the ball down the field faster as we are starting to see what the end result might look like. I will talk more about this at the Summit in my state of the association message.

SIA President, Tom York discusses board actions.

Speaking of the Summit, I am very excited about this year's theme and the supporting agenda. We truly do live in a smaller connected world thanks to the continuing advancement of technology and innovation. We are living in an exciting age as the collection of information, the supporting analytics, and the almost instant presentation of the results has affected and changed the way we live our lives and has truly allowed us to interact globally like no other time in history. It also presents challenges as we strive to make sure this information can be reliably secured.

How will all of this impact services companies like ours? How will our customer's needs and requirements change? Can we leverage these advancements in our own service models to enable efficiencies and create customer value? Many questions, that as we find answers, will shape our industry. I don't by any means profess that you will find all the answers at the Summit but the venue will give you an opportunity to hear subject matter experts and allow you to collaborate with like-minded people from across the globe. I hope you will take advantage of this opportunity and join us in Las Vegas.

Warm regards,

Regards,

Tom

SIA President

SIA APAC Roundtable held in Kuala Lumpur Malaysia

On October 15 and 16 SIA members from around the globe gathered for the second annual APAC Roundtable in Kuala Lumpur, Malaysia to discuss industry topics and challenges in IT service in the Asian Pacific region.

The event kicked off with a welcome reception on October 15 hosted by Basis Bay, the country host, with a cocktail hour, extravagant 7-course sit down dinner and live entertainment from the region. It was truly a night to remember!

October 16 was a full day of relevant IT services industry topics with three panel discussions each led by one of our sponsors of the two-day event. Solid Global Systems was the sponsor for the roundtable. Every panel member and facilitator thoroughly addressed the topics at hand collected from a member survey developed by ASVIDA to all SIA members on challenges of providing IT service in the APAC region. Solid Global Systems also sponsored the tea breaks and a full Chinese traditional lunch.

Special thanks to Basis Bay, Solid Global and ASVIDA (now Procurri) for hosting the KL meeting.

Our first panel was led by James Lim, C.O.O. of Solid Global Systems and discussed the expansion plans of the SIA members in APAC. He emphasized the importance of quality and customer service as the most important priorities of the APAC companies along with major growth in China as well as Malaysia and India. The discussion included maintaining the highest quality in service, APAC Member Company's number one priority.

Selena Lim, Marketing Director of ASVIDA led the second panel discussion, where she discussed what and where are the growth markets in the APAC region. The participants again cited China as a major growth market but many are reluctant and apprehensive about entering the market due to controls and policy changes by the government. Some of the members have already acquired China based partners and are planning expansion in China.

The final panel discussion was led by Akhil Gupta, Director of Operations for Basis Bay. This discussion was supply chain challenges in the APAC region. Since each country is independent, service providers are more challenged without a United or Union, the most difficult part of the service is getting the parts on site. The largest challenge locations were in South Korea and Vietnam but every country presents new challenges forcing companies to be creative with discussed solutions such as parts pooling among others.

Tom York, President of SIA ended the day with a discussion on the SIA value proposition which incorporated results from a committee and several APAC members over the past few months. He also discussed the new Board structure in SIA that includes a board comprised of members from EMEA, The Americas and APAC. He solicited a volunteer leader to organize the nominating process for the APAC board member. APAC will have one board member with a second in reserve if the region grows its membership sustainably.

The event concluded with a fun night on the 16th of cocktails, food, fun and networking, sponsored by ASVIDA ASIA, and was held at the top of the Pacific Regency Tower where we were granted a fantastic view of the entire city, PETRONAS Twin Towers and KL Tower. The group voted on the ***location for next year's APAC SIA Roundtable to be in Hong Kong November 5***.

December Roundtable at the Arizona Biltmore

SIA's final 2014 roundtable held at the beautiful Arizona Biltmore in Phoenix. The roundtable began with a presentation by **Scott Delaney, Vice President of Solution Development for Avnet, titled** "**Transforming to a Services Led Company."** Scott's presentation discussed the benefits and trials of migrating a product company to a services-led organization via acquisition and organic growth. Headquartered in Phoenix, Avnet was founded in 1921, has 800 suppliers, 100,000 customers, 18,000 employees worldwide, and has closed 96 acquisitions since 1991. Avnet's honors have included Fortune magazine's most admired list for technology distribution from 2007 through 2014, and the Ethisphere Institute's prestigious "world's most ethical company" recognition in 2014. Avnet Technology was responsible for 40% of Avnet's total $27.5 billion revenue in 2014. Avnet has certainly proven that a sound acquisition strategy, paired with exceptional ethics and a customer focus, has yielded a sound services-led operation.

Stephanie Williams, President Ignite Marketing, was up next to address **"Marketing 101".** Stephanie talked about the "true" definition of marketing and what it means for an organization. She discussed how marketing can help address important questions to support strategic objectives, and the differences in branding and marketing, covering various forms of external communications and branding that help articulate and position a company.

Over the course of the past couple of years, Stephanie has worked with SIA and our Board of Directors to develop professional external communications such as press releases and formatting the Summit agenda, while providing writing and editing support. In addition to chairing the Communications Committee, Stephanie will work closely with the SIA to add value to our members and deliver the strategic marketing plan she presented to the Board for SIA in December.

Special thanks to Scott and Avnet for hosting the cocktail hour for the roundtable

Digital Right To Repair (DRTR) News

DRTR Executive Director Gay Gordon-Byrne will provide a complete report at the SIA Summit on the initiative's status and accomplishments, including three state bills that have been filed in Minnesota, Massachusetts, and New York (in addition to the one already in South Dakota). If passed, this important legislation will help many industries operate repair businesses freely, particularly the IT service industry. The DRTR board and many volunteers have worked very hard to initiate legislation for over three years. Below are the state sponsors for the three upcoming bills to use to write to your state legislator and support this cause.

All other DRTR news can be found on the website at http://www.digitalrighttorepair.org/. Find out what you need to know to help and get involved or donate. Just one bill passed will be a watershed moment for the entire digital aftermarket. Please help by sponsoring a state lobbyist, donating to the general fund, and/or using your voice to contact your state legislator. This is your most powerful opportunity to support your interests. Every legislator in our target states needs to hear from you, your friends, colleagues, vendors, clients, and family. Don't wait.

Massachusetts: HD 1338 Lead Sponsor in the Senate: Senator Thomas Kennedy http://senatortomkennedy.com/
Lead Sponsor in the Assembly: Claire Cronin https://malegislature.gov/People/Profile/CDC1

Minnesota: Bill Number Pending Lead Sponsor in the Senate: Senator David Osmek http://www.senate.leg.state.mn.us/members/member_bio.php?mem_id=1203

New York: Bill Number Pending Lead Sponsor in the Senate: Senator Phil J Boyle http://www.nysenate.gov/senator/philip-boyle/contact

" Building on the future in a smaller connected world"

Sunday March 15 Welcome Reception

Monday, March 16—Strategic

Continental Breakfast

Welcome – Tom York, President SIA—Board election results

Claudia Betzner, SIA Exec. Dir. & Summit Chair

Market Trends - Jake Blough, Director SEI

SIA Summit 2015

Featured Speaker: BIG DATA John A. Thompson, Founder & Managing Director Information Professionals GmbH

Bid Data Chairperson: Bernd Appleby, President, TERiX

Learn how to implement BIG DATA in your company from an expert, what makes difference, predictive analytics, how service companies take advantage of it, how to use it, what are costs, how do you get started. Follow on panel discussion led by Bernd Appleby after lunch.

Networking Lunch

BIG DATA Panel Discussion

Bernd Appleby, President TERiX & Session Chair, Dwight Strayer, C.O.O. SEI, Jerry Edinger, Chairman CSDP, Tom Clauser, Dir. Essintial Enterprise Solutions

Customer Engagement - Deborah Eastman Chief Customer Officer SATMETRIX

Making Customers Stickier

Dave Wiedman, President Lexicon & Session Chair; Alfried Netzband, Managing Director Technogroup IT Europe, Dato' Praba Thiagarajah, President & CEO Basis Bay APAC; Craig Youngblood, President & CEO Logical Maintenance Solutions North America

- *Customer Satisfaction - Why do customers love you? What makes them stay?*
- *How do we make customers "stickier"?*
- *What are unique challenges in APAC, Americas, EMEA for our members?*

Roundtable Discussions

- ***Understanding & doing business in the Asia market, challenges, barriers*** (Procurri)
- ***Supply chain challenges in the Global Market*** (Solid Global)
- ***Understanding & doing business in Europe, challenges, opportunities, barriers*** (Technogroup)
- ***Partnership Strategies*** (IB REMARKETING)

DRTR (open to all)

Big Data—John Thompson (Private Meetings)

Cocktail Reception

Tuesday, March 17—Operational

Continental Breakfast

State of the Association
Tom York, SIA President & President Essintial Enterprise Solutions
Board awards, special recognition

Service Industry Vision Tom York, SIA President & CEO Essintial Enterprise Solutions Are You Ready for This? How the advent of the Internet of Things, mobility, and related technology advancements impact customer requirements and expectations and supporting field services models.

Big Break

Keynote Speaker *"Building on the Future"* **- Philippe Cesson, Founder & CEO Cesson 3.0**

Lunch Outside

Grand Finale—LAVO in Palazzo towers at the Venetian

After Party—Fizz Caesars or LAVO downstairs

SIA Global Summit March 15, 16, 17, 2015

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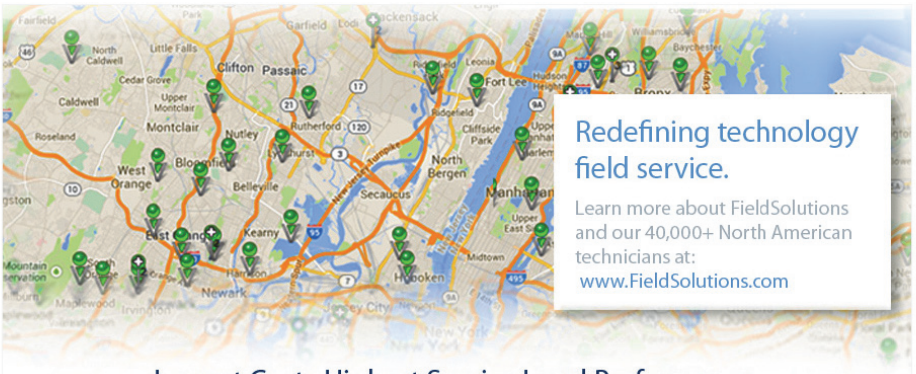

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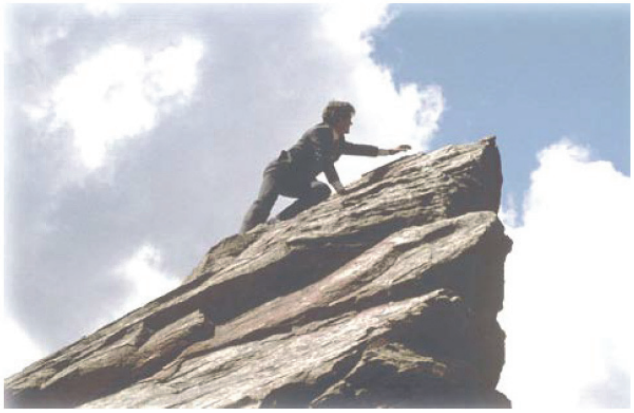

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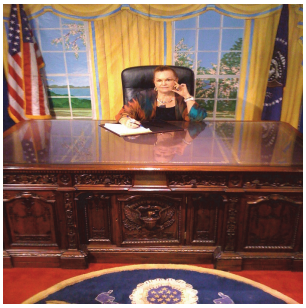

Claudia Betzner, Exec. Director

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