

eNetwork News



SIA Global Roundtables take shape with attendance at maximum capacity

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

Essential Enterprise Solutions, Customer Service Delivery Platform (CSDP), and PC Parts will co-host the next SIA global roundtable on June 11 at the Essential HQ in Mechanicsburg, PA. Lodging, a reception and the dinner will be at The Hotel Hershey in Hershey, PA. A golf event has been arranged at the Hershey Country Club. A big thank you goes out to CSDP and PC Parts for sponsoring the receptions and to Essential for the facility and providing lunch.

This event will be the **largest in the 12 year history of our roundtables and we now have a waiting list due reaching maximum capacity. The first roundtable was in June 2003 in Boston.**



Rob Brothers, Program Director Software & Hardware Support and Deploy Services for IDC, will begin the afternoon session with a discussion on *Market Trends*. SIA has entered into an agreement with IDC to add value to our membership and provide more comprehensive information to our members. Our President Tom York advised the membership of this in a recent letter. George H Crist, Ph.D., CEO, GreenLoop IT, and President of PC Parts will lead the second discussion on the future of the *IT Parts Market*.

The fall roundtable will be held in Grand Rapids MI on **September 10** at the Service Express headquarters. The afternoon session will begin with the President of SEI, Ron Alvesteffer, discussing his *strategies and value proposition for creating the very best culture in small to mid-sized companies* and the relationship between your culture and profit in your company. The second session will continue discussions on *Social Media* from the annual summit closing keynote by Phillip Cesson. What are you using, *how are you using the newest apps?* Also discussed will be how you harness social media making sense of the newest technology to help your business internally and externally to create more profitability. This discussion will be led by Josh Leatherman, Director of Marketing for SEI.

The Europe roundtable will be hosted by Technogroup at their facility just outside Frankfurt, Germany on **October 9**. The roundtable will begin with an *OEM panel* and both OEM's invited will discuss what they look for in partners, their global strategy and their decision criteria. The second session will be led by Technogroup on the *merger and acquisitions of IT service companies in Europe* and what that means to our members. We have confirmed participants from most Europe countries.

The APAC meeting will be held on **November 5** in Singapore, Procurri offered their beautiful roomy facility. We are still working on the details for this meeting and will be sending out information to our members when details are finalized. The final roundtable for the year will be in San Diego **December 3** and ISC will host the meeting at their facility.

Special points of interest:

- President's Letter
- 2015 Summit review
- New Members
- New Silver level corporate sponsors highlighted
- DRTR News
- Gold level sponsor activity
- SIA 2016 Summit "It's Mirage" April 10, 11, 12, 2016

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.



NEW MEMBERS

Mosaic International DENMARK
Dennis Nielsen, Pres., CEO
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remarketing.com
Paris France

New announcements for next newsletter: Service Express Silver; SMS, Technogroup and XS Int'l GOLD - want to upgrade, contact headquarters, it's not too late!

PC SOS GOLD SPONSOR

Tom Bozeman, President
tombozeman@att.net Arlington, TX
 May 7, 2015 - Arlington, TX – PC SOS, LLC (<http://www.service-os.com>) announced today that Raymond “Ray” Miller has joined the firm as National Sales Director to further expand their growing portfolio of regional and national accounts. Ray comes with a wealth of experience within the IT Field Service industry having spent over 20 years in this industry with such organizations as Bell Atlantic, Vanstar, CompuCom, Aspect Communications, T-Systems and CSDP. Ray has delivered numerous corporate and federal accounts during his career.

Maintech GOLD SPONSOR

Frank D'Alessio, President
fdallessio@maintech.com
Cranford, NJ
 Oracle has dropped Maintech from it's IP Suit on copyright infringement case filed last year against Maintech, Terix and others. The case against Maintech settled on May 7.

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



Dear SIA membership,

As we enter into the summer months a lot of great activity is under way with the association since the 2015 Summit in mid-March. The feedback we received from the Summit surveys indicated attendees were pleased with the agenda and content provided. The surveys also gave us feedback and ideas on how we might make the Summit even more meaningful and the board is evaluating for the 2016 Summit. Thank you to all who took the time to give their feedback.

In the state of the association message I stated three goals for the association in 2015. I'd like to briefly update you on work that the board has underway regarding those goals.

Enhance the value to membership. Seek, evaluate, and validate new services for the membership.

IDC relationship – Todd Bone is the board liaison to IDC. Todd is working with our IDC account team to determine how best to leverage this new relationship.

Big Data – Bernd Appleby is the chair working with Tom Clauser and Dwight Strayer on next steps from what was presented at the Summit.

Grow the membership across all global regions. Develop and execute a global market plan.

Website Rework – The website redesign projected is approved and will be starting soon. Ignite Marketing will be leading the redesign. Jerry Edinger is serving as board liaison.

LinkedIn Strategy – Tomas O'Leary has taken a leadership role to fashion a strategy for effective use of this powerful tool.

Market plan – Further evaluation is being done on how to reach prospects.

Stay relevant in our industry; collaboration, education and awareness

A study initiative will be kicked off to help the association understand what the future landscape will look like in this industry.

The board will be looking for member volunteers to assist with the goal activities as the year progresses. Keep an eye out for requests or if there is an area you have interest in please reach out to us. Our results will be dictated by the effort we collectively put in.

We have a strong lineup of regional meetings scheduled. This year all regional meetings will be held at member companies locations. We believe this gives members a greater opportunity to learn more about each other. The meetings will kick off with a June 11 session at Essintial followed by meetings at SEI, Technogroup (Germany), Procurri (Singapore) and ISC. Details and dates are in the newsletter.

The board is here to serve the association. Please don't hesitate to reach out to us.

Warm regards,

Tom

SIA President



**SIA President,
Tom York
discusses
board actions.**



Introducing the new International SIA Board Members



Ms. Kow Ya, Executive Director DeClout Limited

She is the co-founder and CEO of ASVIDA Asia, now known as Procurri, which is a member of DeClout Limited – a public company listed on SGX-ST. With more than 18 years of experience in the IT industry, she plays a pivotal role in charting the development and driving the growth of the company. Today, **headquartered in Singapore**, Procurri is a global, independent multi-vendor maintenance provider and distributor of data centre equipment with offices in APAC, Americas and EMEA, offering localized, multi-country services worldwide. Her leadership and business acumen has enabled Procurri's APAC business to grow immensely, with strong support coverage of more than 17 countries regionally. She is also frequently quoted for industry insights in leading business publications in Asia – CIO Asia, MIS Asia, Computer World, The Straits Times, to name a few.



SIA announces
our first global
board members



Alfried Netzband, Managing Director TechnoGroup

Alfried started his career at Mannesmann Demag in **Germany** prior to joining Technogroup, Alfried served as Technical Manager at Schlafhorst AG in Mexico and Citeco S.A. in Peru. He has worked at Technogroup since 1990 and is Managing Director and Co-owner. Alfried developed the strategic global partner business at Technogroup ambitiously. Now, Technogroup is one of the leading independent IT service providers. Under the technical leadership of Alfried, Technogroup supports his customers in Germany, Austria, Switzerland and Benelux with almost 200 employees. All other European Countries are covered by TG-certified and qualified partners. Specially developed for business-critical systems, the service offers integrated support for all main manufacturers and their respective operating systems. He professionally developed a concept for trainings. In over 300 seminars the TG-experts can transfer their knowledge in Hardware- and Software Areas.



Tomás O'Leary, President Origina

Tomas is a thought leading and vocal member of the secondary ICT market. Having spent over 15 years either working in IBM or in leading one of its more successful European business partners, Tomás understands the issues and dynamics at play in the rapidly changing ICT services landscape. Having spent the last number of years building a business that is fast becoming a recognized global leader in the independent support of IBM software, Tomás understands the importance of representation and co-operation of all independent repair and service companies to achieve common goals. He has been a consistent advocate for the promotion of choice for large ICT users and a campaigner against the lock in practices that can dominate the ICT industry. Having cut his teeth with the SIA's Advocacy Group (that ultimately became the DRTR coalition) he then went on to help found the not-for-profit Free ICT Europe Foundation in 2014. He is a welcome addition to the SIA board and brings an experienced Irish voice to the organization. An honors Business Studies graduate from Trinity College Dublin, Tomás has over 14 years experience in the IT industry and 17 years business experience. Origina is the leading independent maintainer of IBM software offering maintenance to almost 800 IBM software products. With a growing community of over 600 IBM technical experts available to its clients it offers enterprise class software support on a global basis. With **headquarters in Dublin**, offices in London and partners in Europe, USA and Australia.

New North America SIA board member



Todd Bone, Founder & President XS International

Since 1990, Todd has founded five companies in the IT sector including XS International, Inc., Max Commerce Inc., Renovo Group and AvarSYS. He has over 25 years of experience building technology based companies. He has worked with customers in the Public and Private sectors in the U.S. and overseas.

His skill sets include Government Contracting, Technical Consulting, High Performance Computing, Computer Visualization and Simulation, Server Consolidation, Cloud Services (SAAS Applications), Internet Portal Development and Implementation, Internet Marketing, Program and Executive Management, Mobile Applications and Network, Server & Storage Hardware and Software Maintenance.

Todd is involved in a number of non-profit organizations including: The Entrepreneur's Organization (12 years on the Atlanta Board, Former Atlanta President, Chairman of "Nerve" Regional Conference 2012 and East Coast Region Board Member); ASCDI (Current Vice President and Board Member, Chair of Legislative Committee); SIA (Competitive Committee); Owners' Rights Initiative; And, Digital Right to Repair Coalition – Vice President & Board Member. Todd is also a member of GIDEP and SAE.

He graduated from The Ohio State University in 1986 with a Bachelor of Science in Finance and attended EO's 3-year Entrepreneurial Master's Program held at MIT. Interests after spending time with his wife and three children include making wine, rating Argentine vino, international travel, sports, home architecture & remodeling projects.



SIA board of
directors for
2015—2017

SIA Board Members continuing to serve—Thank You!

Chairman: Randy Parks, Srvs, Mgr. Insight Randy.Parks@insight.com

President: Tom York, CEO & President Essintial Enterprise Solutions tyork@essintial.com

Exec. Vice President & Sec-Treas., Jerry Edinger, Chairman & President CSDP jerry.edinger@csdpcorp.com

Members at large

Bill McCubbins, Exec. Vice Pres.. POSDATA, A Control Solutions Co.
bill.mccubbins@posdata.com (Chair Membership)

Michael Lipson, Vice President & Principal MedEquip Biomedical; mikel@medequibiomedical.com

Craig Youngblood, President & CEO LMS Service cyoungblood@lmservice.com (Benefits & Advisory Comm.)

Bernd Appleby, President & CEO Terix Computer Service Bappleby@terix.com (Value Prop APAC & Summit)

Joe Barna, CEO CDE Services joebarna@cdeinc.com (Benefits/Advisory Board Chair)

Dwight Strayer, COO Service Express dstrayer@seiservice.com (Summit committee)

SIA Board Members retiring from Board—Thank You for your valuable service to SIA!

Peter Brooks, President ISS Solutions; Michael Blumberg, President Blumberg Advisory Group; Dave Wiedman, President Lexicon Technologies



2015 SIA Summit recap

“ Building on the future in a smaller connected world”



The summit began with a golf outing on Sunday with Kevin Joyce and Bill McCubbins co-chairing the event. Special thanks to Kevin for the arrangements and pairings. The golf outing was followed by the welcome reception sponsored by Field Solutions.

Day one of our program began with an overview of the market trends presented by Jake Blough of Service Express and covered all aspects of service delivery. This was followed by John Thompson from Europe *discussing Big Data for small businesses*. The audience was very engaged leading into the follow on panel discussion on Big Data facilitated by Bernd Appleby, session Chair and included SEI, Essential Enterprise Solutions and Terix. During a BIG DATA exercise which began during the welcome reception, where participants had to guess the number of beads totaling 22,200, a prize was awarded to Rich Guglielmo who guessed the closest number.



Next on the program was *Customer Engagement* presented by SATMETRIX. This presentation included a discussion on how to build an operational program to monitor the customer experience using the NET PROMOTER SCORE as a way to measure the customer journey.

Dave Wiedman led the following panel discussion on *Making Customers stickier*. What are the challenges in the global market, what makes customers love you and what makes them stay? Panelists included the top executives from Technogroup in Europe, Logical Maintenance Solutions in North America and Basis Bay from APAC.

The breakout roundtable discussions on the first day program included discussions on *Challenges of doing business in the Asia market, Europe Market, supply chain challenges in the global market and partnership strategies in the global market*. Each of the four sessions allowed the participants to stay seated while the facilitators moved from table to table under specific timing. Hats off to the facilitators from Technogroup, IB Remarketing, Procurri and Solid Global, who had limited time presenting to four different groups, they did a great job. Thank you.



The final session was a briefing by Gay Gordon-Byrne, Exec. Dir., **DRTR** and began with a birthday cake to recognize 5 years since the efforts began in SIA after Oracle purchased Sun and changed their policies. Gay discussed bills that would be introduced written by DRTR. Update today - Gay has advised us **bills have now been introduced in New York, Massachusetts** with a seat at the table on a working group on recycling in Minnesota. For more information go to the website www.digitalrighttorepair.org or email Gay. DRTR needs help in some states, get involved, it is for the good of our industry promoting a level playing field for all to compete on an equal basis. Gay's email is ggbyrne@optonline.net.

The day concluded with a reception hosted by Terix. Other event sponsors for day one included the breakfast and breaks sponsored by AMCOR and the lunch sponsored by Onforce. New this year was a new member welcome breakfast with the SIA Board of Directors.

SIA Summit provided it's own App for smart devices with surveys conducted on line at the end of each session. Results; excellent content!



2015 Summit day two recap

The day began with the State of the Association address by our President, Tom York. Tom provided the board actions update and a discussion on how you can better utilize SIA in your growth strategy.



The next presentation was *Service Industry Vision* presented by Tom York, SIA President and CEO Essential Enterprise Solutions. *Are you ready for this?* Tom discussed how the advent of the Internet of Things, mobility, and related technology advancements impact customer requirements and expectations and supporting field services models.

The closing Keynote sponsored by CDE Services was presented by Philippe Cesson, Founder & CEO Cesson 3.0 and discussed building on the future using all the technology tools available today. His communications was exciting, with fresh ideas for generating business growth via Social Media, by distinctly evaluating Business to Business Social Media versus Business to Consumer Social Media. He discussed how to use technology to harness social media internally and externally. One of the apps he described “Trello” was immediately picked up and is now being used by the SIA Board of Directors. The lunch was sponsored by CSDP with the day’s breakfast and breaks sponsored by Integrity Global Solutions.



SIA Global summit for 2016 will be Las Vegas, at Mirage

Grand Finale—LAVO at the Venetian was a big success beginning with a cocktail hour with appetizers sponsored by Maintech, followed by a sit down dinner sponsored by Basis Bay from KL Malaysia. We experienced a real St. Patrick’s day with party favors and great conversation.

2016 SIA Summit will be Mirage April 10, 11, 12

After reviewing many proposals from other venue’s, the SIA Board unanimously agreed Mirage had the best options, meeting space and rates of all we reviewed.

Special thanks to our sponsors





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Claudia J. Betzner, Executive Director

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Joe Barna, CEO CDE Services
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Dwight Strayer, COO Service Express dstrayer@seiservice.com (Summit committee)

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Tomas O'Leary, President Origina
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