

eNetwork News



Special points of interest:

- President's Letter
- 2016 Summit
- New Members
- New Silver level Profile—General Computer *Italia*
- DRTR update with announcement new name repair.org in January
- Roundtable reviews
- GOLD sponsor ads
- SILVER sponsor ads

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.

SIA 2015 biggest growth year in all categories

Publication sent to members electronically & on website

By: Claudia J. Betzner

From the annual summit in Las Vegas to our (largest in history) roundtable in Hershey PA hosted by Essintial Enterprise Solutions, with the cocktail hour hosted by CSDP and PC Parts, to the first Roundtable in Michigan hosted by Service Express, then the largest ever in Europe hosted by Technogroup in Germany with Equitygate Advisors GmbH hosting Oktoberfest., it has been a great year!



all 30 years. Our goal is to do the same thing in 2016.

We ended the year with Procurri in Singapore hosting at their facility the APAC roundtable for the first time at a member facility with Basis Bay hosting the cocktail hour, and ISC Group hosting the final in San Diego, with TERiX hosting the cocktail hour, ***it was a year of growth in all events.*** Thank you to the SIA members for hosting 100% of all meetings at a member facility for the first time in

Our President Tom York, will share some of the highlights from the board in this newsletter.

Our Gold Silver membership levels saw the largest growth ever with six gold and eight silver level corporate members and our 2016 SIA Summit lunches, breakfast, breaks and grand finale are already fully sponsored. It has been a year of positive growth financially, which allows our board to provide added benefits to the members, such as the IDC initiative, Big Data initiative and a brand new web site. You will hear much more about IDC and Big Data at the summit which promises to be the biggest, best content ever.

The newly designed website now includes major industry news and a new spotlight each month of the GOLD level members with Technogroup being the first. Our news section and articles on the web will continue to evolve but if you have major news in your company send it to us, we want to be the “industry voice” for news relevant to our industry. As we discussed during the last board strategy session last week in San Diego, this year has seen the biggest changes in our industry since the mid 80's. To prepare for the evolution and the changes in our industry you must attend our 2016 summit to stay current and be reminded of all the changes, many of which have been game changers, and to learn how better to profit from them financially and incorporate them into your infrastructure operationally.

The 2016 summit discount period ends December 31, 2015 so if you plan to attend you should take advantage of the \$200 per person discount.

**NEW MEMBERS 2015**

Mosaic International DENMARK
 TCM Solutions UK
 ETALON-INFORMATICS Ltd.
 Computer Aid Inc.
 KCI
 B2Americas
 Xerks Technologies
 Insight
 Delfi Communications
 Ingram Micro
 Decisionone GOLD
 DataTech Depot
 Tradeloop
 Curvature
 Reliant Technology

GOLD Members on going

Maintech

PC SOS

New GOLD in 2015

Decisionone Corporation

Technogroup Germany

XS International

SMS (formerly SILVER)

SILVER members on going

Apex Computer

Essintial Enterprise Solutions

CSDP

New SILVER in 2015

Technology Recovery Group

Procurri

Onforce

Service Express

General Computer

NEW MEMBERS this quarter

ESP Global Services UK (Oct 2015)

Darren Richardson , Mngng Director-
 Darren.Richardson@esp.co.uk

ROER International (Oct 2015) ARG

Ernesto Rodriguez Lourido, Director
 erodriguez@roerinternational.com

General Computer ITALY (Nov 2015)

Roberto Barbieri, Pres.
 roberto.barbieri@gci.it

Super IT Spares AUS (Nov 2015)

Ben Gardem, Director
 bgardem@superitspares.com

SIA announces General Computer, ITALIA, SpA the newest Silver sponsor and our first in Italy

GENERAL COMPUTER GROUP

Established in 1993 as an independent **Multivendor HW Maintenance** company, **General Computer Group** is nowadays known as the '**Services Factory**' offering a wide range of **tailored made services and project solutions**. Headquartered in Lacchiarella, with branch offices in Rome and Paris, General Computer has more than **500 clients**, over **16.000 managed systems** and an estimated turnover of 17ML Euro for current fiscal year.
www.generalcomputergroup.com

General Computer attended their first roundtable in October hosted by Technogroup in Germany, who is the sponsoring member. The Presidente is Roberto Barbieri, and Paolo Parachini is the business unit Manager. They can be reached for partnering opportunity at: paolo.parachini@gci.it
roberto.barbieri@gci.it
 39 02 90092830

Welcome to SIA.



6 GOLD,
 4 new
 8 SILVER
 5 new
 membership
 levels

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



Dear SIA Colleagues,

It is hard to believe that the end of 2015 is upon us and we are ready to enter the Holiday season. It has been a fast moving, productive year for the SIA board and from discussions with many of you the same has been experienced by your companies.

Together we have achieved some wonderful things in 2015. For the first time ever, all 2015 roundtable meetings were held at member company's locations. Three were held in the US, one in Europe, and one in Asia Pacific. This is really nice as the host company gets to showcase their operation and facility. It also gives the host company a unique opportunity to showcase their great employees and expose them to a group of senior industry executives.

We now have the largest group of Gold and Silver partners in SIA history and have filled all the 2016 Summit sponsorships for food and beverages in a record fashion. Companies also sponsored receptions and meals at the roundtables. I sincerely cannot thank all the sponsors and hosts enough for this strong support.

As a result of this support the SIA board has been able to fund several strategic initiatives this year. We take our fiduciary responsibilities very seriously ensuring a return on investment in terms of value to the membership.

One of those investments the board recently approved was additional financial support to both the Digital Right to Repair and Free ICT organizations. These two organizations have made strong progress in the US and Europe this year in regards to end user rights regarding technology and software. I can assure you that these issues touch each SIA member company in some manner. In 2016 the board wants to do a better job of educating our members on these issues, the progress being made, and suggesting ways our members can help the cause.

Even though 2015 has been a strong year for the SIA we can only enjoy the success for a few minutes. The markets our member companies operate in are changing at a rate and pace unlike we have seen in a couple of decades. This can be good or bad depending on where you are at with your strategies and roadmaps. The SIA board must persevere to continue to find more ways for the association to bring real value to you as you navigate these waters.

As we enter 2016 the board's desire is to make it the year that we establish the SIA as a meaningful entity to your customers. The vision is when you identify your company as an SIA certified member your customers recognize that as a value differentiator when compared to a non-member competitor. This will be a large, complex undertaking but as Walt Disney once said, "The way to get started is to quit talking and begin doing". If you have thoughts and ideas on this PLEASE reach out to one of us to discuss.

I wish you a strong finish to 2015 and a wonderful Holiday season.

Tom



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



SIA Roundtables: Germany, Singapore and San Diego

The final three roundtables of the year held in the final quarter, all held unique qualities with October hosted at Technogroup with Equitygate hosting the dinner. This roundtable is **now holding the record for largest European roundtable to date.** The event



held October 9 just outside Frankfurt Germany's content included an OEM panel discussion with Lenovo and Huawei. The 2nd session was Mergers and Acquisitions with



Equitygate leading the session followed by an update and panel discussion on Free ICT led by Tomas O'Leary and Guy Tritton, an expert attorney on the anti competitive activity in Europe provided an update as well..



The Singapore APAC roundtable in November was **held for the first time in the APAC region, at a member facility, hosted by Procurri.** Previous roundtables were hosted by our APAC members in hotels so it is always a pleasure to tour the members facility and hold our roundtables at the member facility. First session led by the Procurri team covered APAC IT market trends followed by How the digital economy is changing businesses. This session was led by the Basis Bay team. APAC economic outlook and what it means to IT service providers was led by the SMS Asia team. The day closed

with a wrap up panel discussion by the three session discussion leaders and their teams from Procurri, Basis Bay and SMS. The cocktail hour was hosted by Basis Bay.

The final roundtable for the year was held in San Diego December 3 and hosted by ISC Group at their facility (**with a full house and for the first time an outside in December lunch with local cuisine**). Joel Chait, Director of Sales for ISC Group, led the first discussion on The challenges of global expansion in Latin and South America, how you open a facility, labor challenges, culture differences. Our next session, How TPMs are dealing with the cloud, add on recurring service options and hyper converged systems next 5 to 10 years was led by Dana Collins, President of Abtech Solutions. Dana discussed the "what ifs" of mid range hyper converged systems diminishing over time but the reverse was also discussed.

One of the SIA members commented on how and where in the entire service supply chain industry can a group of Presidents sit around a table and discuss topics relevant to the growth of their companies and the challenges facing them in today's technological revolution.



The final session of the day was the On Demand Economy discussion – How some technologies and platforms are game changers. Examples; Amazon, one of largest E-commerce growths in history; Uber, changing employee/worker strategy, what will jobs look like in the future using platform workers and variable labor. **Craig Youngblood, President LMS** led the lively discussion. Some love the convenience, others fairly passionate "not so much." TERiX hosted the cocktail hour back at the Kona Kai resort.



Thank you to all our host members and sponsors for a year of tremendous success. Our goal is to do the same in 2016. While the board has not finalized exact dates and locations, the June is usually east coast, in the North east, the fall session usually September is middle of US with the final US in Dec. in a warm climate. Our Europe roundtable is usually in late September to late October and the APAC October to mid November. If you are interested in hosting an event at your facility please let us know. We have a couple of request.

SIA events
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ever with 100%
hosted at a
Member facility

DRTR 2015 year in review report of activity

Gay Gordon-Byrne, Executive Director

DRTR – The Year in Review

We became a “Movement” in 2015. National and international press is covering our stories. The Wall Street Journal, NY Times, Bloomberg Business, LA Times, PBS have all done pieces on Right to Repair, with hundreds more in digital publications, trade publications such as 24 x 7 Magazine, Wired, and Tech Nation.

That’s not all. We were the major force behind important Copyright Exemption Requests just granted for tinkering with motorized land vehicles, unlocking of cell phones and now tablets, and patient use of data flowing off of medical devices. We’ve been invited by Congress to testify on Copyright Reform. Major OEMS have been forced to deal with us directly to work on legislative improvements. We have a seat at the table.

Legislatively, we have 4 bills moving in 2016, NY, MA, and MN and now Nebraska. John Deere is just as monopolistic as Apple. During the exemption battle for vehicle tinkering Deere infamously stated “Farmers don’t own their tractors”. Farmers didn’t much like that attitude and are activating in support of DRTR in all 4 states. Thank you, John Deere!

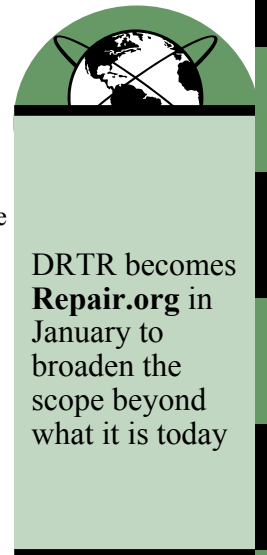
We did this on less than a shoe-string budget and have been severely hampered by lack of funds. SIA has agreed to become a more generous financial sponsor, but that doesn’t eliminate the need for everyone in the repair industry to do their part. One state passing one law will unlock repair and the impact will be felt worldwide.

Starting in January we will be Repair.Org with repair-specific member benefits such as group discounts on specialty tools, test and measurement equipment, and freight services. Our focus for benefits is on the small B to C repair firms, but the benefits will be available to all including students, hobbyists, educators, and SIA members.

Please make sure to ask your friends and employees to get involved for free by writing legislators (use <http://newyork.digitalrighttorepair.org> and <http://Massachusetts.digitalrighttorepair.org> links) and join us as a member at the appropriate level at <http://digitalrighttorepair.org/take action>). All members new and old will be automatically transferred to Repair.Org as soon as we make the switch.

Individual members can join for about the same price as a nice bottle of wine without the hangover.
Happy Holidays !

Gay



DRTR becomes
Repair.org in
January to
broaden the
scope beyond
what it is today



2016 Summit: Growth & Profits through Partnerships & MegaTechTrends (Understanding the On-Demand economy and the relevance to your company) April 10, 11, 12, 2016 Mirage

Sunday Activity:

- Golf Tournament
- Welcome reception

Highlights day One:

- **“MegaTechTrends in the on-demand economy”** and will cover all aspects of worldwide service delivery, software & hardware. Rob Brothers, Program Director IDC software & hardware support services will begin the program with a full presentation and discussion **“Growth & Opps in an on-demand economy”** will be three industry leader President’s perspectives who are running service companies and are facing the challenges in today’s market. The discussions will include technology trends that are accelerating growth in their companies, what is the impact of high end, hyper scale, midrange, cloud and distributed technology on their company? What are the disruptive pressures that are game changers? How do you use the skills, infrastructure and assets you have in your company to add new products and services from the new technologies in the on demand economy?
- **“Global Expansion”** panel discussion from SIA members located all over the globe with some global players while others are more regional. The panel will discuss “Is international growth and expanding your global footprint right for your company?”
- **“Valuing your company.”** The presenter, who is an investment banker, will discuss how you value your company, what do investment bankers, equity partners look for in a service company? How do you get them to invest in your company? How does it work? What is the difference in a strategic partner and an equity partner? What is the down side of bringing in an investment partner?
- **“Breakout sessions”** simultaneously (questions, sign up on app):
 1. **Big Data**—Bernd Appleby, Committee Chairperson—The Big Data committee will present actions, value, education, resources, access, privacy. The process uses bleeding edge open source software analytical tools, which will be discussed.
 2. **Cloud**—Growth using cloud, what about cyber security, how to better use it?
 3. **LinkedIn**—an expert will facilitate the session and discuss how to better utilize all functions.
- **Networking cocktail hour**



TWO
KEYNOTES in
2016

Special thanks to the 2016 summit “brain trust” committee who spent many hours on conference calls developing the program based on what they believe as leaders and heads of their own companies is relevant and current. Frank D’Alessio, Craig Youngblood, Jim Sahli, Tomas O’Leary and Kow Ya. Thank you to Stephanie Williams for the ongoing marketing and promotion of our events.

2016 Summit Day Two



- **State of the Association and vision for the future**—President of SIA, Tom York delivering his . He will discuss how to take advantage of your membership in SIA, what are the goals of the board for the coming year and what is the current state of the association. Accomplishments, challenges and board recognitions will be a part of his presentation.
- **“What keeps you up at night”** will be discussed in a panel discussion made up of service providers, depot and parts companies. We heard on day one what technologies are accelerating growth but what technology trends are depressing profits? Re-engineering your labor force to today’s technology, OEMs, lifetime warranties, competition, landscape changes will be discussed. How do you think outside the box to solve some of the game changing challenges?
- **Outsourcing—when do you decide it is time to “Outsource?”** This session will discuss when and how much, how you decide based on your infrastructure as well as outsourcing to other members using the *variable labor model*.
- **Closing keynote, “Leadership 101, using big data , metrics, and your company culture to accelerate growth”** will be delivered by Ron Alvesteffer, President and CEO Service Express. Ron will discuss values and practices of a performance driven company. How you use scorecards and big data metrics for employee engagement, leadership building and culture to grow your IT service company. Ron uses a strengths finder model for his executive team to find a balance of skills and enhance communications within his leadership team. He will discuss how this works. For those not familiar with Ron, his white papers, blogs, articles, please go to his website, <http://ronalvesteffer.com>.
- **Breakouts Owners Rights session** with DRTR and Free ICT.
- **“The Grand Finale”** flagship networking event . Location is LAVO in the Venetian.



Ron Alvesteffer,
President &
CEO Service
Express closing
keynote



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Securing Better Service

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



Claudia J. Betzner, Executive Director

Claudia.Betzner@servicenetwork.org

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Exec. Director Claudia J. Betzner
Claudia.betzner@servicenetwork.org

Chair Global Comm. Committee

Stephanie Williams, President
ignite Marketing
ignitemarketing@bellsouth.net

Board Members at large

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

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

Craig Youngblood, President & CEO LMS Service
cyoungblood@lmservice.com (Summit)

Bernd Appleby, President & CEO Terix Computer Service
Bappleby@terix.com (Big Data)

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

Dwight Strayer, COO Service Express dstrayer@seiservice.com (Neon Member Only)

New Board Members

Kow Ya, Executive Director DeClout Limited
kowya@procurri.com **Singapore** (summit)

Alfried Netzband, Managing Director
Technogroup anetzband@technogroup.com **Germany**

Todd Bone, President XS International tbone@xsnet.com
(IDC benefits)

Tomas O'Leary, President Origina t.oleary@origina.ie
Ireland (summit)

Honorary & Past Chairman Rich Guglielmo C.O.O.
AMCOR Richg@amcorss.com