

# eNetwork News



## SIA announces Events, New Gold Silver, Board Actions, Big Changes

By: Claudia J. Betzner, Executive Director

### Special points of interest:

- President's Letter
- 2016 Summit wrap
- New Members
- New Gold Level member—Work Market
- New Silver Level Members—KelTech DataSafe and Minnesota Computers
- Roundtables 2016
- GOLD Member ads
- SILVER Member 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.**

Change is inevitable and a process not an event. What we deny or ignore we just delay, what we accept and face we conquer. Well, the board decided the time for change and strategy planning is when we are growing, so the SIA Board held a two-day strategic planning session in Atlanta the end of May and our President, Tom York is announcing some of the changes in the newsletter. As our roundtables, summit, memberships, sponsors have seen dramatic growth the past couple of years, it is time to evaluate where we want to be in the next 2 years. What value we want to add to our members, what our members are looking for from their association for support and resources. In order to continue on this growth path we must access what our members may need 2 years down the road. What will be the next paradigm shift in our industry? As we have seen, many of our traditional break fix members have migrated to new services and expanded their service offerings to include technology environments supporting data centers, high-end servers & storage, enterprise, which has created an 8% growth in our industry according to Gartner. With exploding data technology, how can we as your industry association, help you accelerate the growth? This was the purpose of our strategic planning session to not only drive to where the puck is going but to set the infrastructure in place for the growth to come.



As you will see in this newsletter we announce three new Gold, Silver level members and more details on our roundtables, which are filled to capacity each time. The 2016 summit was the best ever, according to our delegates survey results, which were captured in real time on our app. Many were tweeting out from the app as well so SIA is fully emerged in on demand social media technology.

Our new website is fully integrated now with the membership database where you will be able to access from the member only portion of the website. More details will be forthcoming.

Repair.org is making good progress even though we also have a few disappointments as you will see in Gay's update in this newsletter and the follow up article by Huffington Post.

Lastly, we say goodbye to one of our great board members Michael Lipson, with a tribute to his legacy. Thank you Michael for your decade of service to our industry. Special thanks to all our board who work tirelessly on your behalf.





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

Dear SIA Colleagues,



As we enter the summer months and the half way point of 2016 I hope our member companies are on tracks of success. Events such as the upcoming US Presidential election and Brexit will have global economic ramifications and certainly are examples of why we all need sound strategies in place that allow for adjustments. That is why the majority of this letter will be dedicated to what your Board of Directors are doing in terms of the SIA strategy.

Before reporting on this I want to add the board and my thanks to Michael Lipson as he exits. Michael has been a valued board member for a number of years. In regards to his replacement the board met and reviewed 3 strong candidates from the nominating committee. After discussion and consideration of the upcoming work I will describe below, the board voted to not only replace the open position but expand the board which will help us execute faster. That led to a vote to add 3 new board members; **Ed Butler** of ISS Solutions, **John Kamen** of Delta Group, and **Scott Swain** of Trident Computer Resources. Each of them bring strong skills and experiences to the board. Please congratulate them. My philosophy regarding strategy I have shaped thru my career is to **always be planning the next move while the business is doing well**. All too often companies wait until the inevitable occurs which leads to reactive vs proactive action. Next, a guiding principle is **strategy follows structure and structure supports strategy**. They walk hand in hand as strategy minus a new supporting structure acts like a bungee cord. The old structure pulls the organization back to its old strategy.

The board came together for the better of 2 two days with a professional facilitator to begin the process. It consisted of many structured discussions and facilitated focused exercises.

Below is one of the Destination charts.

Strategic  
planning—  
looking to the  
future

## Defining the Destination: The "North Star" for SIA

### 6 Key Elements Of The Destination Statement

- |   |  |
|---|--|
| Business Definition/<br>Competitive Frame | 1. In what business does SIA want to be on a long-term basis?<br>With whom or what do you compete (if any)?  |
| Target Customer                           | 2. Within the companies/individuals that support the high<br>technology service supply chain, who should SIA target as<br>members now and in the future? |
| What Do We Want<br>Them To THINK          | 3. What explicit, tangible attributes and benefits will target<br>companies ascribe to SIA?  |
| What Do We Want<br>Them To FEEL           | 4. What are the intangible, higher order benefits that SIA<br>delivers to target companies?  |
| How Do We Want<br>Them To ACT             | 5. What do we want target companies to do as a result of their<br>thoughts and feelings towards SIA?   |
| What Do We Want As<br>A RESULT            | 6. How will SIA benefit as a result, in the near term and<br>over the long-term?   |

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17



eagle vision

## SIA President's Letter—Tom York continued

To support the destination statement and the underlying objectives, goals, and measureable metrics that will be developed, the board assessed current operating structure and determined a new structure. The board will be aligned by “Chairs”. The Chairs will have specific objectives, responsibilities, goals, and metrics. These align to the Definition Statement for SIA. There is also a collaboration matrix between them. The Chairs are:

- Advocacy and Outreach
- Communications
- Content
- Events
- Finance
- Membership
- Retention
- Sponsorship

I will update the membership with further communication when all the Chairs are populated.

The board is excited about building an SIA operating foundation to support the membership now and well into the future enabling proactive actions as the industry and environments continue to change.

The view from the front is always more pleasurable than being back in the pack!!



**SIA President,  
Tom York  
discusses  
board actions  
& coming  
changes from  
the strategy  
session**

*Tom*



70% of our new members over the past eight months are from outside the U.S.

## **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**

**Maintech**  
**PC SOS**  
**Decisionone Corporation**  
**Technogroup Germany**  
**XS International**  
**SMS Systems Mtnce. Services**  
**IB Remarketing (NEW)**  
**Work Market (NEW)**

## **SILVER Members**

**Apex Computer**  
**Essential Enterprise Solutions**  
**CSDP**  
**Technology Recovery Group**  
**Procurri**  
**Onforce**  
**Service Express**  
**General Computer**  
**ISC Group (NEW)**  
**KelTech DataSafe (NEW)**  
**Minnesota Computers (NEW)**  
**NEW MEMBER (Recent)**

**ESP Global Services UK (Oct 2015)** Darren Richardson , Mngng  
 DirectorDarren.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

## **Highsource Technology CHINA (12/2016)**

Keynos Shen, CEO kynos.shen@highsource.com  
 Shanghai, China

## **Super IT Spares AUS (Nov 2015)**

Ben Gardem, Director  
 bgardem@superitspares.com  
 Freshwater NSW Australia

## **Nationwide Tech Solutions (1/2016)**

Jack Barcroft, President  
 jbarcroft@nts.help  
 Gatesville, TX

## **Information Professionals GmbH (2/2016)**

John Thompson, Founder & Managing Ptnr.  
 j.thompson@infopro-gmbh.de  
 Freilassing GERMANY

## **Ardent Support Technologies (3/2016)**

Jim Stevens, Co Founder  
 jims@ardentsupport.com  
 Dover NH

## **KelTech DataSafe (4/2016)**

Mike Kelly, Director Operations CANADA  
 905 427 0886  
 mkelly@ktds.ca  
 Ontario, CANADA

## **Minnesota Computers LLC (5/2016)**

Jay Farber, General Manager  
 763 577 0803  
 jay@minnesotacomputers.com  
 Minneapolis, MN

## **Integra Multi Vendor Services, B.V. NETH (6/2016)**

Maarten Folmer, General Manager  
 31 (0) 88 900 6000  
 m.folmer@integramvs.com  
 LN Hoofddorp The Netherlands

## **Shibuya (6/2016)**

Kjell Olsson, CEO 46 70 8662303 Sweden  
 kjell.olsson@shibuya.se  
 Kista, Sweden

**SIA welcomes IB Remarketing back as a GOLD level member. Thank you for your support of our industry and association. Dave Coleman is the Chief Operating Officer located in NY and can be reached at dcolman@ib-remarketing.com with Bruno Demolin, President & CEO, bdemolin@ib-remarketing.com located at the Paris Headquarters.**

## Big Tech Squashes New York's 'Right To Repair' Bill

Major tech companies like Apple have trampled legislation that would have helped consumers and small businesses fix broken gadgets. New York state legislation that would have [required manufacturers to provide information](#) about how to repair devices like the iPhone failed to get a vote, ending any chance of passage this legislative session. Similar measures have met the same fate in [Minnesota, Nebraska, Massachusetts and, yes, even previously in New York](#).

Essentially, politicians never get to vote on so-called right to repair legislation because groups petitioning on behalf of the electronics industry gum up the proceedings.

"We were disappointed that it wasn't brought to the floor, but we were successful in bringing more attention to the issue," New York state Sen. Phil Boyle (R), a sponsor of the bill, told The Huffington Post Friday. Gay Gordon-Byrne, executive director of The Repair Association, [a group of nonprofits and businesses](#) that backed New York's right to repair legislation, blamed the lack of a vote on lobbyists for major tech companies.

"They threw enough doubt into the minds of legislators that Fair Repair was not put out for a vote," Gordon-Byrne told HuffPost in an email, referring to the legislation by its title, the "Fair Repair Act." "Four companies against 19 million [New York] consumers." Gordon-Byrne said lobbyists from IBM, Apple, Xerox and Cisco were particularly active in working against the legislation. A variety of interests have opposed right to repair measures in the past, [including the Consumer Technology Association](#), to which IBM, Apple and Cisco belong.

Advocates say right to repair laws would protect consumers and help the environment by insuring that devices last longer, thus reducing electronics waste. If you or a business can affordably repair a broken device, you may have less incentive to buy a new one, the logic goes.

But corporations typically oppose right to repair legislation because it would relax their total control over their products.

"The proposal could enable anyone posing as a repair shop to reverse-engineer such a device to create counterfeit devices," the Consumer Technology Association [once wrote in a letter opposing right to repair](#) obtained by HuffPost.

[Louis Rossman](#), an electronics repairman who makes informational videos, recently claimed on [YouTube](#) and [Reddit](#) that companies like Apple argue that third-party repairs destroy the integrity of their products.

Apple says it does not comment on pending legislation, but maintains its products don't contribute to an e-waste problem.

Regardless, New Yorkers, at least, will have to wait until next year before right to repair legislation has another chance. If you want to help the efforts go to [www.repair.org](http://www.repair.org) and contribute. Repair.org is up against very big money.



**Latest article  
on Repair.org  
bill in New  
York - from  
Huffington  
Post article**







## Announcing the SIA Roundtables for 2016

(register and/or sponsor an event contact [Claudia.betzner@servicenetwork.org](mailto:Claudia.betzner@servicenetwork.org), full info on web)  
**Wednesday September 7, and Thursday September 8: Minneapolis, MN**



### Sept.7, Joint event with AscdiNatd

**Hilton Minneapolis (3:00 PM)**

- Jason Lewis, Minneapolis Radio Talk Show host & Political Commentator
- Owner's Rights Initiative (YODA) Andrew Shore; Repair.org Jennifer Larson
- Keynote: Thom Singer  
*"The Cool Things Project"* and author of *"Some Assembly Requirement."*
- Dinner & cocktails follow (\$150PP entire Sept 7 event)

### September 8, SIA Executive Roundtable (Open & dynamic discussions relevant to our industry)



**Host:**

**This will be at Field Nation headquarters (11:00 AM)**

- Market direction in the free-lancers on demand technology service world – Billy Cripe, Chief Marketing Officer, Field Nation (session title & speaker to be confirmed)
- What are the constraints, compliant restrictions from depot, point of sale terminals to imaging space to enterprise and midrange. What are the common issues and possible solutions? Joe Barna, CEO & Owner CDE Services, Chairperson of session
- Opportunities and growth in the independent services industry. Gartner discussed an 8% growth in the market, where are the opportunities with Data exploding, hybrid cloud, data centers as well as traditional services growth. Todd Bone, President XSi, Chairperson of the session and will invite analyst input, industry leaders who are growing their companies with new services.

**October 6:** Hong Kong (This is the annual APAC meeting) sponsor or host open

**October 27:** Birmingham England Host: SMS Systems Maintenance Services

- Market direction in Europe, major direction changes, what is happening in M & A
- Developing a European network of partners and global partners, SIA EU member map
- Update Free ICT & Repair.org. Anti Competitive activity

**December 1:** Atlantic Beach, Florida - Hosted by Onforce (Beeline)

## SIA proudly presents our newest Silver Member KelTech DataSafe

**Server and storage maintenance experts** KelTech DataSafe was founded in 2007 by Chris Kelly, a former StorageTek customer service engineer with over 25 years' experience servicing large commercial accounts. An independent service company, KelTech focuses on delivering "service the way it should be," offering a real alternative to OEM maintenance. Recognizing that you're only as good as the people who represent your company, Kelly assembled a team of seasoned customer service veterans from the likes of IBM, HDS, StorageTek and Sun/Oracle. These technical experts average 30+ years of service with the OEM. **Resources for testing, training and troubleshooting** With executive offices in downtown Toronto, Ontario, KelTech's operational base is in nearby Markham. This facility houses an extensive parts inventory, plus complete systems from IBM, Sun, StorageTek, HDS, Brocade, McData and others for parts testing, in-house training and troubleshooting. **A wide range of clients across Canada** KelTech clients include large IT outsourcing companies (end-user customers in banking/financial services, manufacturing, telecommunications and food industry), municipal government, retail, telecommunications, government services and utilities. For more information, visit our website at [www.ktds.ca](http://www.ktds.ca).

**The next  
 roundtable is  
 September 7 &  
 8 in MSP.**

## SIA Proudly presents our newest GOLD member Work Market

Work Market is helping top IT service organizations build an agile and responsive workforce that can compete in today's hyper-responsive service market. Our Workforce-as-a-Service (WaaS) platform helps some of the biggest companies in the world find, manage and pay their independent service professionals, all from a single dashboard.

Leading service providers use Work Market to access talent pools of highly specialized independent contractors to improve their margins while providing better service to their customers. Companies such as Cisco, HP, Microsoft, IBM and more use Work Market to find top VARs and IT service providers around the country who can install, maintain and service their equipment.

There's a reason Forbes magazine recognized Work Market on its list of America's Most Promising Companies. Whether you're a service executive looking to modernize your field service operation or a certified IT technician looking to expand your client roster, our goal is the same: to make your life simpler. To learn more, visit [www.workmarket.com](http://www.workmarket.com)



## SIA Proudly presents our newest Silver member Minnesota Computers

Minnesota Computers is a world-class leader in the refurbished computer hardware industry. With a commitment to high quality products and services, we have earned a reputation for excellence around the world. With a client base including Fortune 500 companies, professional maintenance companies, tech resellers, government agencies, small businesses, and end users, we serve a global community with high quality hardware solutions.

Minnesota Computers has a huge inventory of computer hardware and the technical expertise to perform refurbishments, customize configurations, and complete computer repairs on-site. We focus on the industry's leading manufacturers, including HP, Dell, IBM, Lenovo, Sun, Cisco, Zebra, Intermec, Datamax, Symbol, and more.

Our business model places customers at the forefront of importance based on our philosophy of business, the quality of people and service at Minnesota Computers. "





## Update on Repair.org (formerly digital right to repair)

By : Gay Gordon-Byrne, Executive Director

Repair.org is pushing hard to get legislation passed by consumer protection committees in both New York and Massachusetts. We should have favorable attention in the NY Senate to brag about any day now.

We're busy working on support for new bills in several states – particularly those with a lot of high-tech agriculture such as Nebraska, Kansas, Iowa and Minnesota. John Deere won't let farmers fix their own tractors – which makes for many farm allies. In mid- June we're hosting both a High-Tech in the Digital Age panel discussion (to register click <http://app.webinarsonair.com/register/?uuid=b98bdf27308d4cbebc9ea2d40ac03839>) and a Washington DC strategy meeting with farm associations on June 15<sup>th</sup>.

Thanks to John Kamen of Delta for his continued support of legislators in NY and to Trident Computer for joining as a GOLD member. Anyone that needs a fresh invoice for new memberships, renewals, or upgrades should contact Gay at [ggbyrne@repair.org](mailto:ggbyrne@repair.org). Two excellent articles written in national press on the topic of Right to Repair and the need for Legislation:

Huffington Post piece focuses on [Apple and their not-so-green policies blocking repair.](#)

The Verge piece is more specific to the immediate [opportunity to pass Fair Repair in New York.](#)

In addition to standing up for your interests in Washington DC, The Repair Association is a place where repair industry professionals can meet on common terms to discuss issues that relate to us all, network with other members, and move our businesses and our industry forward. The Repair Association, previously the Digital Right to Repair Coalition, was formed in 2013. The Association represents everyone involved in repair of technology—from DIY hobbyists and independent repair technicians, to environmental organizations and the aftermarket.

## Special Tribute to our retiring board member Michael Lipson, Co Founder MedEquip Biomedical

Michael and MedEquip became a member company in 2003 and joined the board as our Medical board member a few years later. Michael Co founded MedEquip in 1996 which rapidly grew to become a leading national independent service and repair center for physiological monitors and monitor service components. In response to the needs of a growing customer community, MedEquip began to sell and rent a variety of pre-owned refurbished and reconditioned physiological monitors and monitor service components, offering its clients a cost effective alternative to buying new physiological monitoring equipment and service parts.

While on the SIA Board, Michael served on many committees, was our Secretary Treasurer two complete terms and one year on a previous term. His value and contribution as a volunteer on our Board is greatly appreciated. Thank you Michael for a job well done.

**Repair.org  
working hard  
for the  
consumers**

LEADING  
CHANGE





## 2016 Summit wrap; 2017 date & details announced soon

The 2016 summit delegates represented over 60 global companies with many coming from each company. The delegates were from USA, Argentina, Australia, Canada, China, Denmark, France, Germany, Italy, Ireland, Sweden and the United Kingdom with almost 25% of those attending from outside the USA. We are now a global association. More than 20% of our members today are headquartered outside the U.S. This is quite a change from the few we had 10 years ago. This has truly been **the global growth decade**.




As a member you are entitled to the presentations which we have located in our drop box for now so if you want one of the presentations let me know and I will share with you. Some of the highlights this year included major presentations from IDC and Gartner with two keynotes, the first was Rob Brothers, IDC who discussed the mega technology trends in the digital economy. The closing keynote was delivered with passion by Ron Alvesteffer, President & CEO, Service Express, Inc (SEI), **who discussed Building a Performance Driven Culture that drives great results**. We had four panel discussions including the annual industry leader panel "Growth & Opportunities in the Digital Economy" which included a discussion on changes they see in the marketplace. A global expansion panel followed, that included prep work and survey results collected in advance and delivered during the session. On day two the panels were "what keeps you up at night" which was identified by the Chairperson Dwight Strayer as "What gets you UP in the morning." The final panel discussed outsourcing. Breakouts included Owners rights and big data. One of the very popular sessions was the Gartner presentation, which showed a 8% growth in our industry with how the market is changing and opportunities. Also on the most popular list according to the survey results from the delegates was the session on "Valuing your company." Speakers discussed the difference in strategic partners vs. equity partner and what investment bankers are looking for to invest. **As usual all sessions are directed to the top level executives running today's independent service companies.** The final event "The Grand Finale" was by far the largest we have ever had and attended by 90% of the delegates who stayed over for this major networking event.




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- Multisite project co-ordination

#### Supported Technologies:

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- Laptops
- Printers/Scanners
- POS
- Kiosks
- Network Devices
- Data Centers
- Storage/SAN
- Wireless: site surveys, installations, etc.
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- Allowing you to expand your geographic coverage without sacrificing quality & Security

#### More than 3,000 service centers

- Offer your customers true national coverage in every zip code & province

#### End to End Call Management

- Seamless service delivery means less work for your staff

#### Flexible Process and SLA Management

- Your customers will be taken care of the way you would take care of them

#### Integrated Parts and Logistics

- This eliminates the stress of tracking parts and minimizes your financial risk

### About PC SOS

PC SOS is a multivendor service provider recognized by its customers as one of the most responsive and talented IT Service Organizations providing contingent contract labor & service for coverage in remote, White Space, as well as metropolitan areas. PC SOS was founded in 2001 based on the knowledge that the computer service industry needed a network of highly skilled and motivated technicians to support major customers that require onsite service in White Space locations. We partner with Third Party service providers, VAR, Resellers, MSP, and System Integrators in support of their end user customers' needs. Some of the industries we service include MFG, OEM's, Retail, Financial, and Insurance. We support our customers' multi equipment environment needs with over 3,000 locations across the US, Canada, Puerto Rico, Guam, Saipan, Bermuda, Mexico (excluding Rivera Maya and Yucatan Peninsula), and ten countries in Latin America; Costa Rica, Panama, Columbia, Peru, Chile, Venezuela, Brazil, Paraguay, Uruguay, and Argentina.

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|-------------------|----------|-----------|
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| • EMC             | • NetApp | • Fujitsu |
| • Hewlett Packard | • Sun    | • Hitachi |

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### Data Center Relocation

- All staff are trained Technicians, not general purpose movers
- Engineers are platform neutral and support all major OEM brands
- 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

- Physical tracking
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- Engineering specifications
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Since 1986, Service Express has been delivering on-site hardware maintenance for mission critical servers. We started as a division of a local IT hardware reseller in Grand Rapids, Michigan, before splitting off and incorporating. From one office, one account executive and two engineers – SEI offered customers an alternative to DEC service. Two plus decades later, our expertise has grown and we have expanded our data center supported products to include IBM, HP, Sun, Dell and ProLiant servers, along with EMC, STK, NetApp, Cisco and Hitachi storage equipment. As a third-party maintenance provider, SEI also provides additional service solutions including: Hardware System Solutions, Sales & Upgrades, OS Support, Virtualization and Data Center Relocations.



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### PARTS WAREHOUSE

Quick access to parts with a complete physical site audit of your equipment. We stock the parts you need locally to keep you up and running.

SEI provides on-site data center maintenance services for mid to high end servers and storage. Our service delivery plan includes an initial site audit, a dedicated primary and secondary engineer, locally stocked parts, warranty tracking and flexible coverage times and on-site responses.



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United States

Mexico

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Chile

Peru

Bolivia

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Venezuela

Trinidad & Tobago

Dominican Republic

Puerto Rico

Costa Rica

Panama

Venezuela

Colombia

Ecuador

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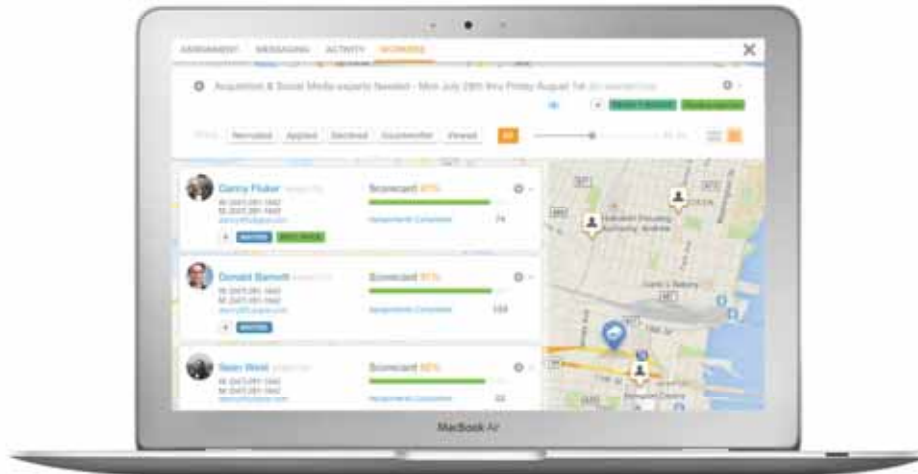
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