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SERVICE INDUSTRY ASSOCIATION

Volume 95

eNetwork News

XaaS—Expanding your portfolio by selling everything as a Service

By: Claudia J.. Betzner, Executive Director

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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.

We just finished our final roundtables of the year with great success. October 27 was our Europe annual roundtable hosted by SMS in Birmingham England which will be reviewed later in the newsletter.

The final US was hosted by Onforce and held at One Ocean Resort in Atlantic Beach, Florida on December 1. I will review the regulatory sessions presented by Onforce for the variable labor regulation changes and the XSi– Todd Bone and Joe Marion from ASCDI on new government regulations around parts and contracting with the US government more fully later in the Newsletter but they are also on the member only portion of the website.

One of the primary sessions of the final US roundtable was the brainstorming session in a three-teams breakout to address "Enhancing your Portfolio of service offerings and selling everything as a service" which will be a primary session at the 2017 summit. These breakouts resulted in a lot of very valuable information which I will share a small amount later in the Newsletter and will be the starting point of the 2017 panel discussion. The panel discussion follows immediately after the kick off keynote where Gartner will deliver the results of their report on the lay of the land. The Gartner presentation will also discuss where the industry actually is and their projection of where it is going. You will recall at the 2016 summit there was a prediction of a 8% growth possible in the independent service market and many of the SIA members were cited in the report as rising stars. Since this is the second year it will be great to see what came to fruition and what the latest projections show. The complete 2017 Summit program is included in this newsletter and we are finalizing the sessions with the input of our new Content Chairperson, Tomas O'Leary of Ireland so we have a global view of content in all our roundtables and summit. You will see more communications on a planned calendar by our Communications Chairperson, Dwight Strayer on all events as well.

Tom will discuss board actions later in the newsletter along with some of the results of the board and the progress they are making. It is worth noting the collaboration between the 7 chairmen of the activity groups has already started and is working very well. Special thanks to the Chairs who stepped up and the entire board, President, and Executive Vice President for all the work they did in 2016 on behalf of the SIA and the entire service industry. Remember the board is 100% voluntary time and the actions they are doing is shaping the industry in a very good way. At the end of the year it is always good to look back and see the years progress. I remember not so many years ago when TPM's were an afterthought, now we are a major part of the service strategy in our industry by manufacturers, and the customers.

SIA President's Letter from Tom York

Dear Colleague,

As we come to the close of 2016 I am happy to report it has been a very successful year for your association. The Board of Directors and the Executive Director have accomplished a lot on behalf of the association. In May, we held a strategic retreat and developed the "North Star" vision. Since that time, we named Chairpersons of 7 key activities: Finance—Jerry Edinger; Membership & Membership Retention—Scott Swain and Bill McCubbins; Communications– Dwight Strayer; Advocacy & Outreach– Todd Bone; Content– Tomas O'Leary and Events & Sponsorships– Claudia Betzner. I hope you will reach out to them when you have input or information needs. At the summit, I will deliver the state of the association and report to you on the real progress the Chairs are making but we are already seeing collaboration and increased activity.

Insights from our President….

Our 2016 Summit was very successful with quality content, great participation and more networking activities. The 2017 Summit which is highlighted in this newsletter will be held at Paris Las Vegas and our anticipation is it will exceed the success of 2016. The Summit committee continues to refine the program. There may be a session added regarding global changes as a result of Brexit, the New US President and the election results of France, Germany, and Austria. Stay tuned…

The 2016 Roundtables had the largest participation ever and were completely hosted and funded by our great sponsors: Field Nation, SMS Systems Maintenance Service and Onforce. Thank you to each of these companies for supporting our association.

Our Gold and Silver sponsors have grown by 7 this year with 4 more committed to upgrade in the next couple of months. If you are interested in upgrading or want to see the benefits go to "become a member" page on the website and contact Claudia. We have also added 11 new member companies.

Sadly, this year one of our long-time board members, Joe Barna, Chairman and Founder of CDE Services, stepped down from his board position. Joe remains an active member and will sponsor our closing keynote for the 2017 summit. We added 3 board members: Scott Swain, Chairman and Founder, Trident Computer Resources, John Kamen, President Delta Computer Group, and Ed Butler, Vice President IT Services, ISS Solutions. The board members are elected to serve two years by the membership with interim appointments as the board needs arise and the **spring of 2017 is the next election**. Our nominating committee chairman, Jerry Edinger will be reaching out to you after the first of the year as candidates are vetted and ready to present to the membership.

Claudia has listed the proposed roundtable schedule for 2017 in the newsletter and we invite you to add these dates to your calendar.

For those who have not yet registered for the 2017 Summit we are fast approaching the final discount period of 12/31/2016, which you will want to take advantage of. Allof the information is on the SIA website.

Finally, I want to thank each of you for making 2016 a very successful year for the SIA through your support and participation at the events. I wish each of you, your families, and loved ones a happy and festive Holiday season.

Tom

SIA December U.S. Roundtable hosted by Onforce in Atlantic Beach

The final U. S. roundtable was hosted by Onforce close to their parent company, Beeline headquarters in the Jacksonville—Atlantic Beach, Florida area. Special thank you to Onforce and the entire team for a very successful roundtable as our host for the entire event from the great meeting space, delicious lunch and break, then the cocktail hour outside on the Gulf followed by a great dinner hosted by Onforce at an excellent Italian restaurant close by.

The first presentation by Michael Anthony, General Manager for Onforce discussed the explosive growth of human cloud platforms. He discussed what is fueling the growth and presented the worker's perspective and the buyers perspective. Some of the important topics he touched on was legal liability, regulations, and vetting the workers. Utilizing freelance management systems allows buyers more flexibility while keeping costs to a minimum. The Onforce slogan is "where talent and opportunities meet." Michael presented three important numbers in the Gig economy: 44 million people took on Gig work in the US, 29%% of US workers did Gig work in 2015, $792 billion was the total US Gig economy spending. He then discussed why this is happening now and what the Onforce difference is..

THANK YOU Onforce for hosting the entire roundtable December 1 in Florida

The next presentation by Todd Bone, President XSi with input from Joe Marion, President ASCDI/NATD was on Competition and the New US Government regulations. The issues which center on the New Contracting rule, aims to fend off counterfeit parts but in essence limits competition by only allowing certain manufacturers of the parts to bid on major contracts. The defense regulation supplement final rule effective in August focuses on the careful selection of suppliers and verifying the authenticity of electronic parts, which affects all electronic parts. Todd reviewed the progress starting in 2008 when the FBI investigated counterfeit parts on Cisco equipment into the DoD. The progress since then was presented ending with this new regulation. Todd & Joe recommended a think tank between SIA, ASCDI/NATD, Repair.org and Owner's rights initiative to develop an action plan to address the issue.

The final session led by Chairperson, Scott Swain, Chairman, Founder Trident Computer Resources discussed on the front page was how our members can "Expand their Portfolio by selling everything as a service." The session broke into three groups with each group selecting a spokeperson to facilitate the discussion. The three groups then came back together and delivered their findings. The results of these brainstorming sessions will be the basis and beginning of the major panel discussion to be held at the 2017 summit on day one. Highlights of the discussion centered on: Impacts of the new Administration; Emerging technologies that will provide service opportunities for our members; Overall new service opportunities with 8 categories identified; and finally new international global changes resulting in new opportunities.

SIA 2017 Events calendar—roundtables, U.S., APAC, Europe

2017 Roundtables

- APAC April 23 Las Vegas Paris 10:30 AM to 3:30 PM (2017 Summit kicks off at 6:30 PM with welcome reception)
- US June 8 New York City –
- US September 7 Atlanta –
- Europe - October 19 or 26—Location TBD
- US December 7 Southern California

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Decisionone Corporation
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SMS Systems Mtnce. Services
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Service Express
General Computer
ISC Group (NEW)
KelTech DataSafe (NEW)
Minnesota Computers (NEW)
Integrity Global Solutions (NEW)
Delta Computer Group (NEW)

To upgrade your membership to silver or gold contact Claudia

NEW MEMBERS

ESP Global Services UK (Oct 2015) Darren Richardson , Mgng DirectorDarren.Richardson@esp.co.uk

ROER International (Oct 2015) ARG
Ernesto Rodriguez Lourido, Director
erodriguez@roerinternational.com

General Computer ITALY (Nov 2015) SILVER
Roberto Barbieri, Pres.
roberto.barbieri@gci.it

Highsource Technology CHINA (1/2016)
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

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

VizTech Visionary Technical Solutions **(6/2016)**
Terri Austin, CEO
678 597 2300 Duluth, GA
Terri.austin@viztech.com

PlanIT HARDWARE (7/2016)
Matt Edwards, V.P. Ops & Client Services
404 961 1167 Smyrna, GA
medwards@planithw.com

Xuper Limited (9/2016) UK
Katy Hibbert, Int'l Operations Manager
1 332 362 481 UK
Derby, England
Katy.hibbert@xuper.co.uk

SIA Welcomes newest Silver level member - Delta Group

Delta Group is an integrated and innovative technology company providing customized IT solutions for clients around the world. Founded in 1990, Delta has been a driving force for business infrastructures and governance across multiple industries, leading development and maintenance in core systems and data management. Everything we do is customized and collaborative.

While business technology has rapidly changed since opening, we owe our longevity to three core principles: integrity, flexibility, and security—**intersecting technology and innovation**—matching modern solutions with the experience and talent of dedicated field engineers, product specialists, and technicians.

Along with our teams, we've invested heavily in proprietary technology solutions to seamlessly integrate client workflows and parameters into easy to use, transparent, and secure tools.

Delta has been named KPMG Long Island's 25 Fastest Growing Private Companies and Deloitte & Touche Fast 50 list of Fastest Growing Technology Companies and listed as 2016 Top 20 Data Center Provider as ranked by CIO Review magazine.

Welcome to Delta Group as a new Silver level Member

Repair.Org Free ICT (FIE) update

Tomas O'Leary, President Origina Ireland and UK , SIA Global Board member, provided the update during the Europe SIA Roundtable on the challenges with Brexit and the efforts of Free ICT in Europe. Free ICT Europe (FIE) is a nonprofit foundation actively promoting the ICT Secondary Market within Europe. Our objective is to secure the right of ownership and the freedom for consumers and businesses alike to freely choose their sales, maintenance and repair providers. Information on IBM EU Commitments, Update on resale of software, recycling, Aftermarket issues can all be found on their website. To get involved go to www.free-ict-europe.eu.

Repair.org filed formal comments with the US copyright office in October which has been tasked by Congress to report on how copyright law is interfering with ordinary use, repair, and maintenance of purchased equipment. They have been holding hearings (which Repair.org attended) and provided comments by the deadline October 27. The AEM has joined the fight in Nebraska with Agricultural equipment dealers fighting fair repair. NBC aired a complete series on Right to Repair. There are active bills in Massachusetts, New York, Minnesota and Nebraska. As discussed in the last newsletter the state congress in Minnesota is committed to be the first state to pass the right to repair bill. New York is also committed and the Senator from that state, Phil Boyle will address the delegates at the 2017 SIA Summit. BREAKING NEWS….Right to Repair just received the endorsement of Nebraska Farm Bureau. To get involved in your state go to the repair.org website and just click on the state. Many resources are available there.

SIA supports the efforts in the U.S. and Europe with both these groups financially, and board participation.

2017 Service Industry Global Executive Summit for Service Leaders

Paris Las Vegas April 23, 24, 25, 2017

2017 Summit will help you add to your services portfolio. Thank you to 2017 sponsors signed up

Sunday April 23 Welcome Reception

Monday, April 24 Strategic focus Day

- Welcome—SIA President
- **Keynote**—Gartner Insights, Trends & Analysis
  Christine Tenneson, Director Research Infrastructure
- **XaaS: Expanding your Portfolio** (Selling everything As a service) Professional, Managed, Software, enterprise Support, storage +last mile touch.
- **Global partnership Expansion** The session will begin with map of member locations; discussion on how to start a business identifying cultural differences in (1) APAC (2) EMEA (3) North & South America
- **Social Media Marketing—**Josh Leatherman, Director Marketing, Service Express
- **Equity Partner Forum**
- **Reception**

Tuesday April 25 Operational Focus

- **State & Vision—SIA President, Tom York**
  A state of the association and the President's vision going forward to support our members goals.
- **Protecting your business & Review of repair.org**
  (1)Phil Boyle, NY Senate Process & How you sell the bill
  (2) Repair.org update and how to get involved
  (3) Advice of Counsel—pitfalls to avoid
- Break—Mobile device showcase
- **Big Data** results & Analysis—Alfried Netzband, Managing Director Technogroup Session Chair & Dwight Strayer, COO Service Express
- **TBD**

Closing Keynote—David Houle, Futurist, Thinker, Noted Author—**Shift//Transformation: 2017-2037** What is going on in the world and where are we going? A look ahead to the incredible amount of change and transformation that will redefine business, life and reality in the next 20 years. A period of change unprecedented in human history. Shift/transformation/disruption will alter almost everything in the world as we now know it. A look into the future to help you prepare for what is ahead. Many of David's predictions have already happened go to his website click on predictions: www.davidhoule.com

- Grand Finale—April in Paris under the Eiffel Tower on the rooftop of Paris resort overlooking the waters of Bellagio at Chateau Nightclub.

SIA October Roundtable in U.K. hosted by SMS Systems Maintenance Services in Birmingham, England

The first session addressed Market direction in Europe, major direction changes. Gartner was on the phone and provided some insight but has plans to be sure our Europe partners get the same level of information as the US going forward and has addressed Europe being included in the summit presentation.

Next came RSM presentation discussing Brexit and the tax implications on Europe. Months after the UK made the historic vote it is still unclear what shape UK's future relationship will be with Europe. March 2019 is the deadline so much activity and negotiations will take place over the next 2 years. RSM continues to update the story so please follow this link which has categories of information on the left when you are on the website. You must copy and paste the info for the link shown below:

https://www.rsmuk.com/ideas-and-insights/brexit-the-story-so-far

THANK YOU Systems Maintenance Services for hosting the UK event

Alfried Netzband provided a map of current members and discussed where SIA does not have members and how important "Developing a European network of partners" is for your business using SIA. The discussion included What to look for, what is the decision criteria with a focus on first the European market, second globalization.

Tomas O'Leary provided an update on Update on Free ICT and Repair.org.

The final presentation was by John Thompson on SIA Big Data Project. John Thompson is the Founder & Managing Partner of Information Professionals GmbH.

SMS provided bus transportation to their facility for a tour and on to dinner. Special thanks to Jeremy Beavis, General Manager for SMS Europe and Paul Elstone, Deputy G.M. for the great lunch, meeting room, bus transportation and all the logistics of setting up the meeting and making the program very meaningful with RSM delivering specific information for Europe members.

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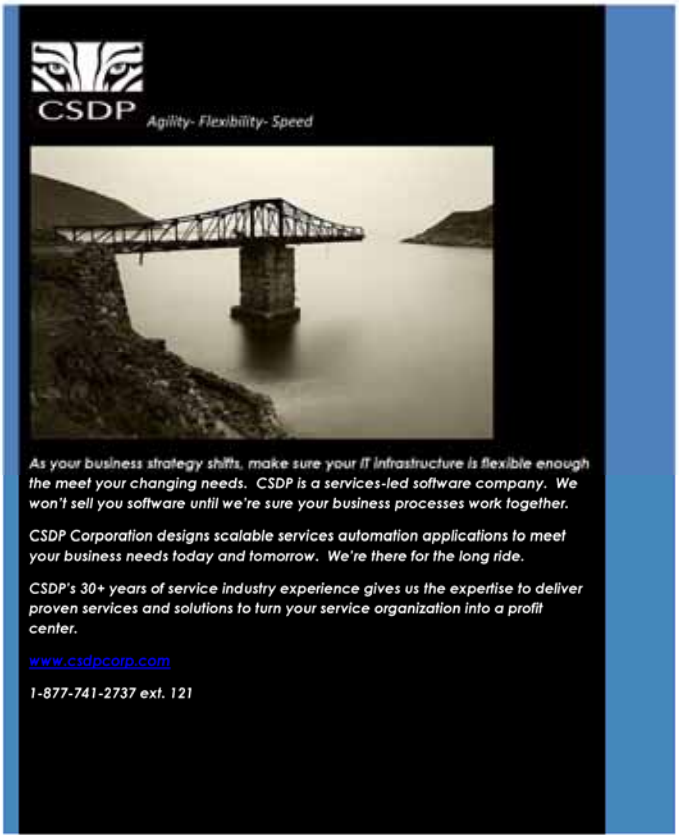
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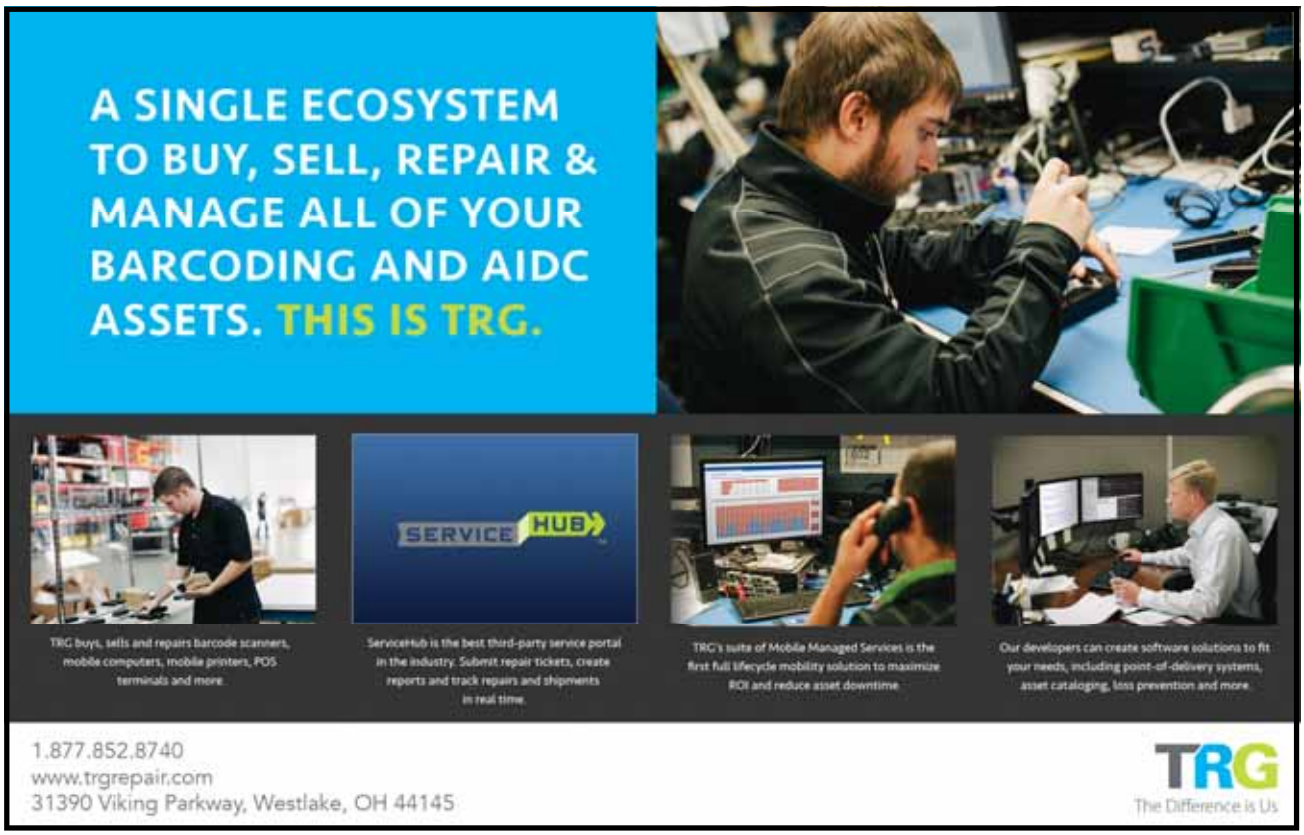
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