**Roundtable Discussion – Opportunities for Your Business**

**2016 SIA Executive Roundtable**

**December 1, 2016 – Atlantic Beach, Florida**

**Facilitated by Scott Swain, Chairman, Trident Computer Resources**

Participants were separated into 3 groups to discuss and then share their thoughts about 6 topics. The following opportunities were reviewed:

1. **Impacts of the new administration -** Opportunities will arise from:

* Reduction in regulations
* Corporate tax reductions and simplification of classifications
* More investment in infrastructure
* The Administration’s interest in working more closely with the for-profit sector
* Higher costs, and therefore prices, will drive less new purchases, extending the use of currently installed equipment

1. **Emerging technologies that will present service opportunities for members**

* Mobile technologies
* More sophisticated home technologies and home automation/smart home
* IoT (Internet of Things)
* White boxes
* Automated/driverless cars
* Drones
* New small manufacturers’ technologies
* Solar/alternative energy sources

1. **New service opportunities overall**

* Monitoring/diagnostic support
* Remote support
* Automated support
* Proactive/preventative support
* Managed services
* Cloud services
* Software maintenance (particularly in retail)
* Cybersecurity

1. **International market changes and opportunities**

* Dropping international currency valuations will drive higher new product costs, resulting in longer life of existing infrastructure (and therefore more need for aftermarket service, including US expansion)
* Potential less international entry into the US due to upcoming government regulations, meaning more opportunities for US-based companies
* Increasing employee/labor costs may mean more opportunities for outsourcing

1. **Opportunities to improve the industry's right to sell/right to service**

* Get involved fiscally and otherwise
* Communicate and educate peers, other businesses, and consumers
* Leverage workforce management systems (e.g. OnForce, Work Market, and FieldNation) to communicate to workers about the opportunities presented by passing repair.org bills in the context of repair.org benefits/value proposition
* Enlist everyone possible to contact legislators to increase the volume state and federal-wide

Additional ideas that were presented included:

* Some members are seeing OEM’s loosening their attitudes, making it less challenging (and risky) to support their equipment
* All SIA members should get involved in helping spread the word about SIA to “traditional” members, as well as software companies, and potentially even OEMs

The discussions around these ideas, and others, will continue during the April 23-25, 2017 Summit held in Las Vegas at the Paris Hotel.