INTRODUCTION TO SIA

2019 CANADA REGIONAL ROUNDTABLE

HISTORY OF THE SERVICE INDUSTRY ASSOCIATION

- Service Industry Association (SIA) was founded in 1985 as NCSN (National Computer Service Network)

- The association was formed to provide business-to-business network to promote partnerships between companies that participated in the technology support industry

- The name was changed in 1999 to better reflect the association's expanded scope

- In 2011 the Right to Repair organization was spun out of SIA

- Free ICT, a complimentary European organization to Right to Repair was founded by a former SIA board member

ACCOMPLISHMENTS

- 96 member companies

- 33% Net growth - 32 companies

- 42 members with non-US HQ

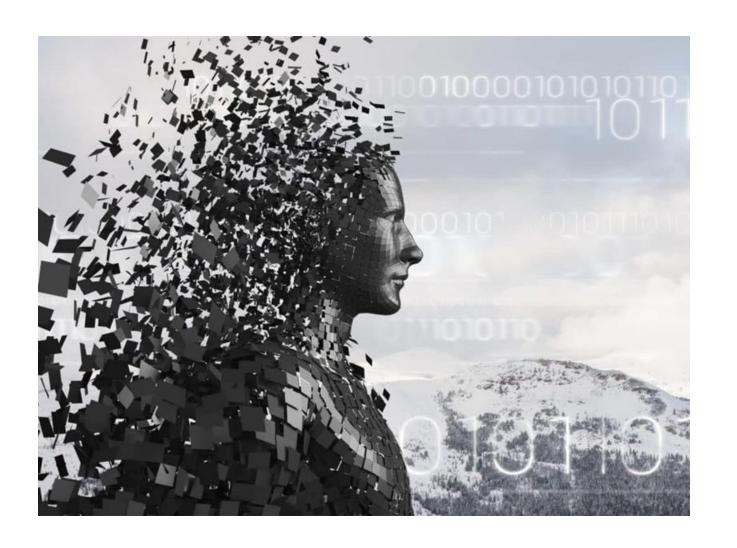- 32 Corporate Sponsors

- Increased visibility - social media

2019 OBJECTIVES

VISION

- **Vision**: By 2022 the SIA will be the global community where Independent Service Provider executives come for insight, collaboration, and networking

McKinsey – Current techno-industrial revolution dwarfs other industrial revolutions in terms of impact, moving at 10 times the speed of the first industrial revolution and having 300 times the power !!

CORE STRATEGY - INSIGHT

- Research and analysis of market data and trends

- Identification of best practices

- Industry insight and point of view

CORE STRATEGY - COLLABORATION

- Advocacy of the industry
- 75% of world trade is conducted indirectly
- Selling with, thru, and to partners is the new norm

CORE STRATEGY - NETWORKING

- Sharing - the most powerful asset we have!

- Benefits to your business

- Benefits to your personal growth

CONCLUSION

THANK YOU