



# INTRODUCTION TO SIA

2019 MADRID REGIONAL ROUNDTABLE

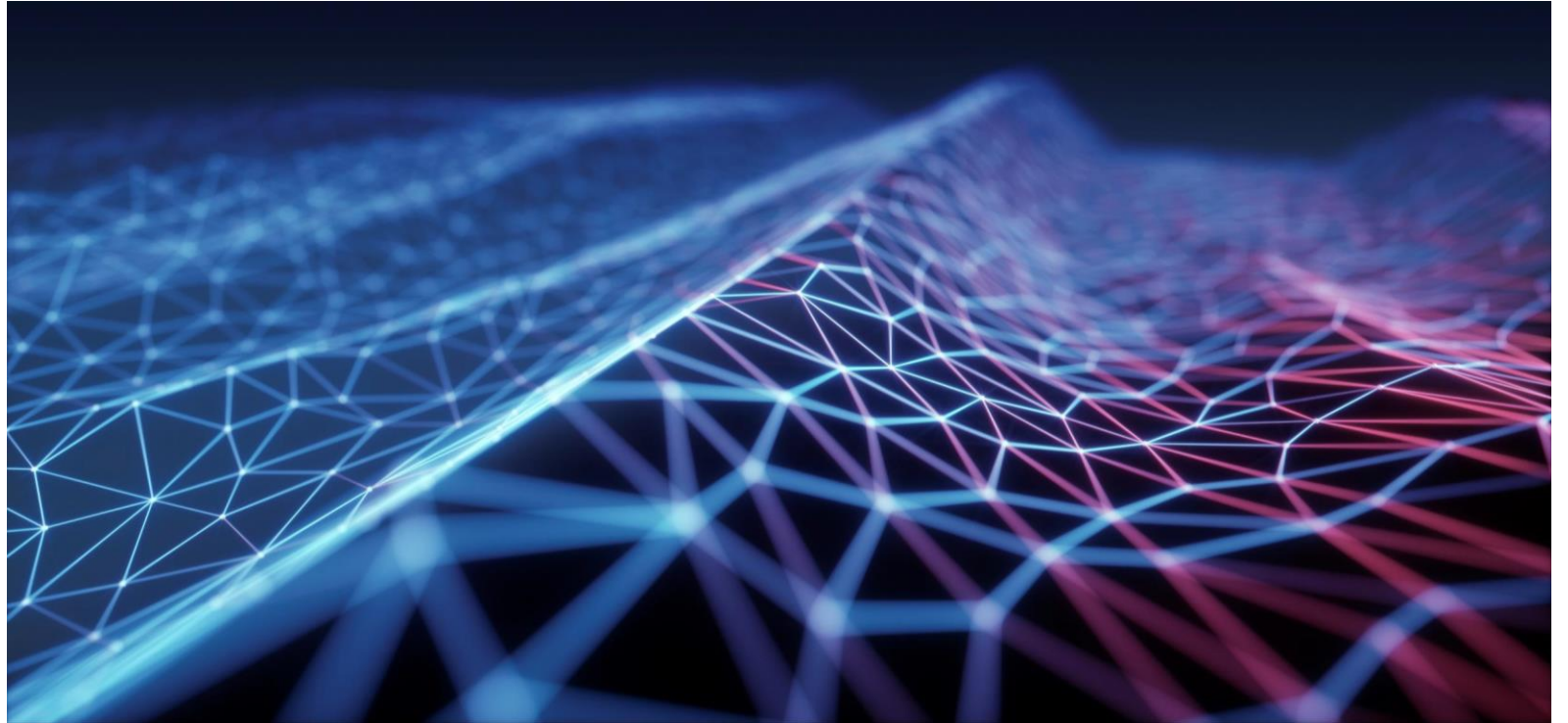
# HISTORY OF THE SERVICE INDUSTRY ASSOCIATION

- 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



- 105 member companies
- 41% Net growth - 40 companies
- 50 members with non-US HQ
- 34 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

PLAYERS  
WIN  
GAMES  
TEAMS WIN  
CHAMPIONSHIPS



THANK YOU

