



PARTNER PROGRAM

The TSIA Partner Program provides a host of Event Marketing, Program Marketing and Research offerings from which to select and build an agreement that is aligned with your key initiatives for the year.

Your annual agreement may be initiated at any list value level by contracting for one or more offerings in the program. Once the cumulative list value of your agreement reaches \$25,000, our standard investment discount pricing structure is applied using the table below. As you add to your agreement throughout the year, your cumulative investment is used to calculate the level of discount for your additions. Partner achievement is formally recognized as you reach these list value levels in each association.

Bronze	\$25,000 - \$49,000	= 10% Discount
Silver	\$50,000 - \$99,000	= 15% Discount
Gold	\$100,000 - \$124,000	= 20% Discount
Platinum	\$125,000+	= 25% Discount

The following pages list each of the event (beginning on page 2), program (beginning on page 5) and research (beginning on page 8) offerings and pricing. Service discipline-specific offerings are identified with that discipline's designation – Education Services, Field Services, Professional Services or Support Services. Summary level information on each service discipline can be found beginning on page 11.

EVENT MARKETING

TSIA presents a schedule of major events for services executives — Technology Services World Spring and Technology Services World Fall. The TSW | EXPO is a key component at each of these conferences and provides the opportunity to meet face-to-face with decision makers and key influencers from each of the member companies. *From time to time, TSIA may offer additional sponsorship opportunities that are unique to a venue. These opportunities will be communicated via email and/or other vehicles to allow partners to take advantage of these additional sponsorships.*

Technology Services World and EXPO Spring Santa Clara, CA; May 7-9, 2012

Technology Services World and EXPO Fall Las Vegas, NV; October 15-17, 2012

- **Exhibit Space (required):** Booth space, signage, company/logo listing in the conference program, two conference and one EXPO registrations, inclusion on the game card, eligibility to provide a link to a short YouTube video to be posted next to company listing on conference website and eligibility to provide a submission for the Recognized Innovator Awards. Booth components (furniture, carpeting, shipping, etc.) will be available for an additional fee contracted through our third party exhibition management company. Carpeting is required for the spring event (Santa Clara Convention Center is a non-carpeted hall) and carpeting is optional for the fall event (Mirage Events Center is a carpeted hall).
 - 10x10 Exhibit Space \$8,750:** two conference and one EXPO registrations.
 - 10x20 Exhibit Space \$15,000:** three conference and two EXPO registrations.
 - 20x20 Exhibit Space \$25,000:** four conference and three EXPO registrations.
 - 20x30 Exhibit Space \$30,000:** five conference and four EXPO registrations.
- **Lead Retrieval System Rental \$250 / \$290:** Rental of a scanner device that reads the attendee name badge and transfers contact information to a secure website for your follow-up. Mobile scanner rental \$250, Scanner with integrated paper tape printer \$290. Custom lead qualifier questions can also be contracted for \$100.
- **Solutions Stage \$1,250:** A ten-minute session on the Solutions Stage in the TSW | EXPO hosted by John Ragsdale on a topic of interest to the TSIA community. Up to two partners can contract for each interview topic time slot. The topics will be announced in advance and will be based on member inquiries, research and other sources of input from the TSIA community. Selection of your topic slot on the Stage is determined based on contract signing date and availability.

- **Customer Presented Case Study Speaking Session \$8,000:** One 40-50 minute customer success story session, auditorium set up, promotion in conference materials and other related conference communication as applicable. Includes two speaker conference registrations. The contact information of the scanned badges of session attendees is provided for the U.S. events. Presentation must be reviewed and approved by TSIA. A submission and approval schedule will be provided as part of the planning process. Presentation must be a customer success story with presentation by partner's customer.
- **TSW | EXPO Theater Speaking Session \$8,000:** One 30 minute session presented in a hard-walled theater on the EXPO floor set-up for 70 attendees. TSIA provides all A/V, Internet connection and the contact information of the scanned badges of session attendees. The sessions are promoted in conference materials. Includes two speaker conference registrations. Presentation can include a product demonstration and must be reviewed and approved by TSIA. A submission and approval schedule will be provided as part of the planning process.
- **Pre/Post Event eNewsletter \$2,750:** Two custom TSIA email newsletters with your personal message included as a Featured Partner (maximum of twelve partner participants) sent to opt-in conference database. The pre-conference eNewsletter is published two weeks prior to the conference and the post-conference eNewsletter is published two weeks after the conference.
- **Sponsorships:** There are several available, which can be bundled into a sponsorship package or contracted individually. The opportunities include meals and conference materials. (Game Card (one sponsorship) - \$3,500, TSW | EXPO Reception (two sponsorships) - \$5,500, TSW | EXPO Luncheon (one sponsorship) - \$5,500, Awards Ceremony (see below), Lanyard (one sponsorship) - \$5,500, Bag Insert (maximum of three sponsorships) - \$2,750, Bag Sponsorship (one sponsorship) - \$3,250.)
- **Keynote or Track Sponsorship \$5,500:** Each of the conference keynote sessions and breakout tracks in the program is available for sponsorship. Sponsor branding includes company logo placement in conference materials, signage outside keynote/track room and one-time use of attendee list, provided post-conference. Selection of your sponsored keynote or track is determined based on contract signing date.
- **Speaker Ready Room Sponsorship \$3,500:** Sponsor branding includes company logo placement in conference materials and signage outside speaker ready room. The sponsorship will also provide catering, beverages, seating area and projection/printer station for the conference speakers. Sponsor may provide logo'd items (napkins, gift items) to be placed in the room to further highlight the sponsorship.
- **Wi-Fi TSW | EXPO Sponsorship \$20,000:** limited to one partner sponsor per event. Sponsor branding includes special identification/recognition in conference materials, partner logo signage/branding in the TSW | EXPO as the TSW | EXPO Wi-Fi sponsor, two Conference registrations and recognition/thank you by TSIA. Sponsorship also includes one-time use of the attendee list, which will be provided post-conference.

- **Services Executive Dinner Sponsorship \$28,000; \$10,000:** The Services Executive Dinner has become the premier executive networking event at our conference for VIP invitation-only attendees. This sponsorship includes the following branding for exclusive (\$28,000) or shared (one of three - \$10,000) sponsorships.

Sponsor branding:

- Inclusion in email invitation – co-branded with your logo and announcement as a sponsor.
 - Attendance – Up to eight (exclusive) or four (shared) sponsor executives can attend the dinner.
 - Signage – inclusion in welcome sign at the restaurant (with venue’s approval).
 - Introduction/Welcoming Remarks – TSIA Executives will introduce the dinner sponsor(s) and introduce the sponsor attendees. Each sponsor is provided two to three minutes for welcome remarks.
 - Dinner Program – sponsor branding and corporate backgrounder will be included in the TSIA prepared dinner program.
 - Sponsor Literature – TSIA will arrange for placement of a sponsor supplied single piece of literature.
 - Table Gift – TSIA will arrange for placement of a sponsor supplied ‘table gift’ with your logo/branding.
 - One sponsor attendee may elect to sit at a table with a TSIA executive. Open seating is provided for all other attendees to facilitate networking.
 - Dinner attendee list provided post-conference.
- **Vision Awards @ Service Revolutions Finalist \$3,500 (Spring):** The Vision Awards @ Service Revolutions competition has become a much-anticipated activity at the TSW spring conference. The competition takes place on the last day of the conference and each presenting company is given six minutes on the general session stage. A panel of industry experts provides commentary; the audience votes and the winners are announced at the Awards Luncheon immediately following. The Commercial Category submissions can include products/services that have been in production for less than one year, are in development, alpha, beta or limited/pre-General Availability. There is no cost to submit; if selected as a finalist, there is an associated finalist fee. Participation in the competition includes a rehearsal schedule, passes for three attendees, six minutes to present in the general session of the event, inclusion in marketing materials, press release, research report, video and other promotional activities, finalist or winner award and use of the event logo post-conference.

PROGRAM MARKETING

TSIA offers a full list of year-round options for marketing visibility and awareness. Build your brand, launch a solution, enter the services market; the offerings are designed to provide a variety of options for you.

- **Online Services Technology Buyers' Guide:** With your annual agreement, each Partner receives a standard listing in the electronic guide at no charge as part of your annual partner agreement. The standard listing includes:
 - Color logo
 - Contact address, phone, email address, website URL
 - Solutions Listing
 - Partial Customer list – up to 12 company names
 - John Ragsdale, VP Technology Research, commentary
 - Functional Coverage/Solution areas – John/you will identify the areas from:
 - eService – web collaboration, proactive chat, email response management, agent knowledgebase, agent diagnostic tools, customer knowledgebase, customer self-service problem, diagnostic/self-healing, forums, remote control/remote diagnostics/self-healing.
 - Field Service – field agent scheduling/dispatch, parts inventory/logistics tracking, wireless field service.
 - CRM – case management, entitlement, SLA tracking, customer history, up sell/cross sell.
 - Contact Center – skills based routing, work force optimization, quality monitoring, learning management system, voice self-service, survey management.
 - Professional services/Business consultants – integration/implementation services, best practices, services and support operations management empowerment and coaching, outsourcing.

The upgrade program provides the opportunity to contract for up to two case study links (back to your website) to enhance your Buyer's Guide listing. The 'Featured Case Study' section will list the customer name with a link back to your website eform. Each case study link will remain in the guide for one year. The Guide will be updated on a regular basis to allow for changes to your standard listing. **Case Study link (up to two) upgrade \$2,750.**

- **Publication Sponsorship Featured Link \$2,750 (per publication, per edition):** Inclusion in one edition of one publication of the various electronic communications vehicles. Each publication is distributed to TSIA's associated opt-in community. Each vehicle includes one or more sponsorship positions that can be used to promote your products and services.
 - Inside Technology Services, Quarterly - two sponsorship positions
 - TSIA Community Insights, Quarterly - two sponsorship positions
 - TSRQ (ES, FS, PS, SS editions), Quarterly - two sponsorship positions
 - TSW Conference Newsletter, Monthly - two sponsorship positions
 - TSIANews (ES, FS, PS, SS editions), Quarterly- one sponsorship positions
TSIANews Sponsorships offered: Issue Sponsor, Technology Spotlight, Featured Article, Featured Webcast, Featured Case Study and Featured White Paper.
 - Member Communications email – one sponsorship position. Both service discipline and audience-specific email sponsorships are offered.
 - TSW Conference Daily (three days of conference) – two sponsorship positions

- **Social Media Community Polling \$1,500:** A one month, one question poll survey sponsorship which will be posted with sponsorship listing on the community polls section of the TSIA website community section, TSIA Facebook fan page and TSIA Twitter. Sponsor provides logo, link and poll question. Question is posted once on TSIA website (live for five additional months as a past poll), posted once on Facebook to gather survey responses and five posts per week for one month on Twitter.
- **Social Media Live Content Stream \$1,500:** A one month sponsorship of the “live social media content feeds” page of the TSIA corporate website. This page, located in the community section of the TSIA website, aggregates TSIA social media content from several different sources—from research blogs to Twitter feeds—in real time. Sponsor provides logo and link. Sponsorship is promoted once on TSIA website (listing up for a one month duration), posted once a week for one month on Facebook and five posts per week for one month on Twitter.
- **Web Advertising \$3,250 (per ad, per service discipline):** Your message will be displayed to all service discipline (all interior service discipline web pages) site visitors through your sponsored ad. Ads include your logo and a link. Ads run for one month duration and a maximum of two partner ads may be featured each month on an individual service discipline area of the website. TSIA’s service discipline website areas average 12,000 to 30,000 (depending on discipline) page views per month.
- **White Paper Sponsorship/Posting \$5,750:** Provide a research paper to be published on the TSIA website which is visited by thousands of services executives. Your paper will be promoted in the white paper program section of the website and through a listing in a TSIA service discipline electronic publication scheduled during the posting month. TSIA will track downloads and provide you with a bi-monthly list of contact information for each opt-in person who downloads the paper. Each white paper remains posted for one year. The posting includes the option to ‘refresh’ the white paper once during the 12-month term.
- **Champions Program Sponsorship \$3,750:** Annual sponsorship of both online and in-person (at TSW) meetings of a service discipline Champions group. Sponsor branding includes logo placement and sponsorship acknowledgement, and attendance for up to two sponsor representatives at in-person meetings. A maximum of three annual sponsorships per service discipline Champions group (PS and FS/SS) are offered.
- **YouTube Highlights from Webcast/Minicast \$3,750:** A highlights session of your Association hosted service discipline webcast/minicast. The offering includes:
 - Co-ordination of the content in conjunction with the webcast/minicast.
 - Introduction and comments by John Ragsdale, VP of Technology Research.
 - Recording of the session completed during debrief by TSIA.
 - Session delivered in YouTube formats.
 - Must be contracted at same time as webcast/minicast.
- **Member Web/Pod Cast Sponsorship \$3,750:** Your logo and link with acknowledgement as the sponsor will be included in the marketing and delivery of a TSIA service discipline ‘Members Only’ web/pod cast. These sessions are promoted and available to corporate members of the TSIA service discipline(s) on a regular basis. Selection of sponsored session will be from the current calendar available at the time of agreement signing. Your sponsorship listing will include your company logo and link to your landing page on your website.

- **Webcast \$18,000/\$27,000/\$36,000:** A one-hour live session hosted by one TSIA service discipline (\$18,000), co-branded with two TSIA service disciplines (\$27,000) or three TSIA service disciplines (\$36,000). The program includes:
 - Logo placement with web link on two webcast marketing emails sent to the opt-in subscribers of the TSIA service discipline electronic publications. Co-branded and multi-discipline include marketing to additional TSIA service discipline(s) using webcast e-marketing vehicles.
 - Promotion in the webcast area on the TSIA service discipline website prior to the webcast. Co-branded and multi-discipline include posting to additional TSIA service discipline(s) website section(s).
 - Promotion in the events calendar of the Technology Services Forum.
 - Coaching on content development and moderation.
 - Introduction and comments by John Ragsdale, VP Technology Research.
 - Your company's content during the webcast (note: content must be approved by TSIA).
 - Hosting of webcast on TSIA's platform with delivery of reports.
 - List of all registrants and attendees who opt-in to receive information.
 - Webcast archived for up to one year on-demand on website area of each contracted TSIA service discipline. Archived webcasts may be periodically promoted.
 - List of all on-demand registrants who opt-in to receive information.
 - Link to the webcast will be provided. The webcast content is available for your use in your marketing programs and on your website.
 - Partner to promote webcast via email to their database and other vehicles to assist in driving attendance to the session.

- **Minicast \$12,000/\$15,000/\$18,000:** A 30-minute, pre-recorded minicast focused on a single technology solution area, including a partner product demonstration if desired. Single TSIA service discipline (\$12,000), co-branded with two TSIA service disciplines (\$15,000) or three TSIA service disciplines (\$18,000). The program includes:
 - Logo placement with web link on two minicast marketing emails sent to the opt-in subscribers of the TSIA service discipline electronic publications. Co-branded and multi-discipline include marketing to additional TSIA service discipline(s) using minicast e-marketing vehicles.
 - Promotion in the webcast area on the TSIA service discipline website prior to the minicast. Co-branded and multi-discipline include posting to additional TSIA service discipline(s) website section(s).
 - Promotion in the events calendar of the Technology Services Forum.
 - Coaching on content development and moderation.
 - Introduction and comments by John Ragsdale, VP Technology Research.
 - Your company's content during the webcast (note: content must be approved by TSIA).
 - Hosting of minicast on TSIA's platform with delivery of reports.
 - List of all registrants and attendees who opt-in to receive information.
 - Minicast archived for up to one year on-demand on website area of each contracted TSIA service discipline. Archived minicasts may be periodically promoted.
 - List of all on-demand registrants who opt-in to receive information.
 - Link to the minicast will be provided. The minicast content is available for your use in your marketing programs and on your website.
 - Partner to promote minicast via email to their database and other vehicles to assist in driving attendance to the session.

RESEARCH PROGRAM

TSIA conducts research throughout the year, gathering in-depth information from benchmarks, surveys, studies, inquiries and market trends. This information can be accessed and leveraged for your internal use and as part of your thought leadership activities.

- **Research Starter Kit \$5,000:** includes a standard listing with one Case Study upgrade link in the Technology Services Buyers Guide, a one-hour briefing with John Ragsdale, VP Technology Research to update him on your latest plans and solutions and four, 30-minute inquiries (one per quarter) with our research team. Inquiries can be on any topic (sales, marketing, competitive, product, etc.), which utilize our existing research for response.
- **Modified Research Article \$7,500:** TSIA will modify an existing TSIA research article to include specific reference to you and your provided content. The resulting article can be published on your website and can also be provided to TSIA for a white paper sponsorship listing as outlined in the program section above.
- **Co-authored Research Report \$15,000:** TSIA will co-author a service discipline research report with you utilizing existing TSIA and Partner research. The resulting report can be published on your website and can also be provided to TSIA for a white paper sponsorship posting as outlined in the program section above. The final contracted price will be determined based on the scope of the report.
- **Refresh of Co-authored Research Report \$3,500:** TSIA will update your previously contracted and delivered co-authored research report to include the latest updates of the included TSIA research metrics, refreshing your report for continued use in your sales and marketing. The refreshed report can also be provided to TSIA for a white paper sponsorship posting as outlined in the program section above.
- **YouTube Highlights from Co-authored Research Report \$3,500:** A highlights session of your co-authored research report. The program includes:
 - Co-ordination of the content in conjunction with the co-authored research report.
 - Introduction and comments by John Ragsdale, VP of Technology Research.
 - Session delivered in YouTube format.
 - Must be contracted at same time as co-authored research report.
- **Co-authored Research Report Highlights \$3,750:** Up to four highlight segments will be created from your contracted Co-authored Research Reports. The Mobile Insights segments will be delivered in a format and length suitable for consumption on a mobile device. You can then incorporate your link to an eform or other approach to download the full Co-authored Research Report. Timing for delivery of the segments is based on the timing of the Co-authored Research Report. Must be contracted at same time as co-authored research report.
- **Co-authored Research Report Add-on: FAQ \$2,750:** A separate document with the FAQ content will be created from your contracted Co-authored Research Report. The FAQ will be delivered in both Word and PDF, using a report format in keeping with the Co-authored report. Timing for delivery of the add-n FAQ is based on the timing of the Co-authored Research Report. Must be contracted at same time as co-authored research report.
- **Partner Web/Pod Cast Guest/Moderator \$5,000:** TSIA VP Technology Research and Industry veteran John Ragsdale can be scheduled to participate in one of your web/pod cast sessions. John will work with you to review your content and determine the flow of the session. TSIA will market the session through a listing in our Webcast Program section of the website and company logo/web link (posted prior to your web/pod cast). 45-day lead-time is required for scheduling.

- **Partner Web/Pod Cast Co-Creator/Presenter \$20,000 / \$7,500:** TSIA President and CEO, J.B. Wood (\$20,000), Executive Director Thomas Lah (\$20,000) or VP Technology Research and Industry Veteran John Ragsdale (\$7,500) can be scheduled to participate as a co-creator and co-presenter in one of your web/pod cast sessions. The contracted executive will work with you to create content and determine the flow of the session. TSIA will market the session through a listing in our Webcast Program section of the website and company logo/web link (posted prior to your web/pod cast). 45-day lead-time is required for scheduling.
- **TSIA Executive Speakers \$25,000 / \$10,750:** Contract for a TSIA executive to deliver a speaking engagement at your event. J.B. Wood, President and CEO (\$25,000), Thomas Lah, Executive Director (\$25,000) or John Ragsdale, VP Technology Research and Industry Veteran (\$10,750). The contracted executive will work with you to deliver a 60-90 minute session that is tailored to your audience. 45-day lead-time is required for scheduling. International speaking engagements \$35,000 / \$15,000. Travel expenses will be billed separately.
- **Analyst Relations coaching \$7,500:** Up to 24, 30-minute phone/email inquiries per year to discuss optimal approaches to working with industry analysts including one best practices overview session per year.
- **Sales Strategy Calls \$2,750:** four, 30-minute calls per year with sales reps, and in some cases prospects, to discuss sales strategy.
- **Advisory Day - Onsite Delivery \$10,750:** Schedule a day of advisory time with John Ragsdale, VP Technology Research. Advisory time can be used to discuss go to market strategies, competitive issues, product planning or other marketing/sales topics. An Advisory day is eight hours. Travel time (50% of the day rate) will be included in the fee. Travel expenses (airfare, hotel, etc.) will be billed separately.
- **Advisory Day – Virtual Delivery \$7,500:** Schedule a day of advisory time with John Ragsdale, VP Technology Research. Advisory time can be used to discuss go to market strategies, competitive issues, product planning or other marketing/sales topics. An Advisory day, virtual delivery is eight hours and can be broken into two, four-hour sessions.
- **Inquiry Subscription Service \$10,750:** Up to 24, 30-minute inquiries per year for a 12-month term are included in this subscription. Inquiries are responded to by the VP, Technology Research. This subscription provides the opportunity to leverage this valuable expertise and industry knowledge and provide you with key information to reference in planning your initiatives.
- **Technology Spending Annual Survey Report \$3,750:** This annual report presents the findings of the survey which gathers information from the TSIA community and provides an overview of the industry, roll-up demographics by annual revenue, proposed spending levels for the coming year and areas of focus/spending. The report also includes year-over-year comparisons. A one-year unlimited reprint use is also provided from the date of delivery. The report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of the document in which the report is attached. The report cannot be used as a stand-alone marketing tool without prior written approval from TSIA.

- **Research Report Internal Use Subscription \$8,750:** This annual subscription provides access to all TSIA authored research articles for your internal use. Included are articles specific to each service discipline, such as the Technology Spending Annual Survey Report, and cross-service discipline articles. This subscription can be accessed by all designated employee users in your organization.
- **Research Report Reprint One-year Unlimited Use \$3,750:** Provides an unlimited reprint use for a single research article during the 12-month partner agreement term. The selected research report can be used as supporting research in your print/electronic communication efforts. The report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of each of the documents in which the report is attached.

If during the 12 month term the research report is updated, the new version will be provided to the partner and the new version must be used. The partner may renew the usage in out years at the then current price.

- **Research Report Unlimited Use Annual Subscription \$10,750:** Provides an unlimited reprint use for up to 12 research reports during the 12-month partner agreement term. Up to two reports can be in reprint use at any one time. The selected research reports can be used as supporting research in your print/electronic communication efforts. Each report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of each of the documents in which the report is attached.

If during the 12-month term a selected research report is updated, the new version will be provided to the partner and the new version must be used. The partner may renew the usage subscription in out years at the then current price.

- **Partner Research Program Package:** This program takes your TSIA partner relationship to the next level with strategic insight into the market and in depth feedback. There are three levels of participation offered:

Standard – Annual Investment **\$21,500** and limited to five partner participants; provides access to all TSIA authored reports with a quarterly analysis by the Vice President Technology Research. Included reports:

- Technology Spending Annual Survey, Benchmark Metrics, Research Reports
- Quarterly Summary Report – review of TSIA authored reports during the previous quarter with incorporated partner specific analysis and recommendations.
- Designated Users – log in access to the TSIA website and each service discipline for all designated users in your organization.
- Inquiry Access – 24, 30-minute inquiries per year. Access to the VP Technology Research via telephone or email for questions on trends, competitive positioning, feature prioritization, messaging, etc.
- Sales Strategy Calls – two, 30-minute calls per year with sales reps, and in some cases prospects, to discuss sales strategy.
- Upgrade to include the **Research Report Unlimited Use Annual Subscription** (up to 12 research reports per year, two in use at any one time) for \$5,000.

Advanced – Annual investment **\$27,500** and limited to three partner participants; participation includes those items listed above under Standard, plus:

- Inquiry Access – increased to 36, 30-minute inquiries per year.
- Sales Strategy Calls – increased to four, 30-minute calls per year with sales reps, and in some cases prospects, to discuss sales strategy.
- Partner SWOT Analysis – annual written analysis of your strengths, weaknesses, opportunities and threats. This analysis is derived from information gathered from a variety of sources including member input, product quality and effectiveness ratings, wins, losses and market momentum of competitors.
- Advisory – Scheduled quarterly, one-hour sessions with the VP Technology Research, conducted by telephone/online. Each session will have a jointly agreed upon agenda. Topics can include-
 - feedback from members
 - input on marketing messaging, presentations or promotional materials
 - usability reviews of new product versions, release planning
 - partner strategies, technology and industry trends.
- Upgrade to include the **Research Report Unlimited Use Annual Subscription** (up to 12 research reports per year, two in use at any one time) for \$5,000.

Premiere – Annual investment **\$37,500** and limited to two partner participants; participation includes those items listed above under Standard and Advanced, plus:

- Briefings – Two per year with scheduling priority.
- Case Study – One per year, based on a client you recommend and for which you provide contact information and secure approval.
- Unlimited Inquiry Access – Access to the VP Technology Research via telephone or email for questions on trends, competitive positioning, feature prioritization, messaging, etc.
- Sales Strategy Calls – increased to six, 30-minute calls per year with sales reps, and in some cases prospects, to discuss sales strategy.
- Upgrade to include the **Research Report Unlimited Use Annual Subscription** (up to 12 research reports per year, two in use at any one time) for \$5,000.

ASSOCIATION INFORMATION

TSIA – Technology Services Industry Association

The Technology Services Industry Association (TSIA) is the leading professional association of the technology services industry. Our ranks include thousands of services executives, managers, and professionals from around the globe, representing the world's leading enterprise and consumer technology companies, as well as scores of innovative small and midsize businesses across nine vertical industries.

Each service discipline community below, representing both corporate and community member companies, has access to the Online Buyer's Guide, White papers, Webcasts and electronic publications. www.tsia.com.

Education Services Discipline

Our Education Services discipline launched in early 2010 and provides this latest community with the tools and resources needed to understand and act on the three essential components of aligning their education services businesses with corporate strategy:

- Charter—For what main purpose does Education Services exist? Is it intended to contribute directly to business unit revenues and profits? Or is its primary objective to increase product adoption and customer satisfaction?
- Financial Model—What is the intended financial performance of Education Services? Is it to be managed as a profit center or as a cost center?
- Financial Performance—How does Education Services perform financially? Is it profitable or not? And how does performance compare to other Education Services businesses in the technology industry?

We have a variety of information on the education services discipline on our website at http://www.tsia.com/education_services.html.

- Organizations participating in this service discipline include:
 - Audatex, a Solera Company
 - Infoblox
 - Motorola Solutions
 - BMC Software
 - JDA Software
 - Perceptive Software
 - Bytemobile
 - Kronos
 - Tellabs

Field Services Discipline

Our Field Services discipline (formerly AFSMI) provides research and benchmarking tools and industry data for professionals to better optimize their field services operations, including field service, mobile field service, remote diagnostics, machine-to-machine communications, depot repair, knowledge management, spare parts management, RMA processing, and more.

We have a host of information about the field services discipline on our website at www.tsia.com/fieldservices.php. Here are some highlights:

- The worldwide members include services professionals in IT, Healthcare, Industrial Automation, Communications, Transportation and many other industries where services are an important element of customer value.
- Representative member companies include:
 - Applied Materials
 - GE Healthcare
 - Siemens Enterprise Communications
 - Avaya
 - Philips
 - Tokyo Electron America
 - EMC
 - Polycom
 - Xerox

Professional Services Discipline

Our Professional Services discipline (formerly TPSA) helps its member community achieve and sustain operational excellence within their professional service businesses. It is the first and only industry association to focus exclusively on Technology Professional Services. Its members include the leading TPS practitioners. We have a host of information about TSIA on our website at www.tsia.com/professionalservices.php. Here are some highlights:

- It is the first and only organization for executives who define, deliver, manage, measure, and optimize technology services in the world's leading corporations.
- There are over 100 member companies (paid memberships), including (member list is posted on our website):
 - ADERANT
 - Dell
 - Informatica
 - Alcatel-Lucent
 - Fujitsu Network Communications
 - Microsoft
 - CA Technologies
 - HP
 - NCR

Support Services Discipline

Our Support Services discipline (formerly The SSPA) is the largest and most influential industry trade group for technology service and support professionals. Its corporate member companies represent tech support, field service and customer relations organizations around the globe. We have a host of information about the field services discipline on our website at www.tsia.com/supportservices.php. Here are some highlights:

- We have over 300 member companies (paid memberships), including (full member list is posted on our website):
 - Adobe Systems
 - Deltek
 - Hitachi Data Systems
 - Akamai Technologies
 - HP
 - Lenovo
 - Cisco Systems
 - Intuit
 - Oracle
- The annual revenue breakdown for our member community companies:
 - >\$10B = 11%
 - \$5B - \$10B = 10%
 - \$1B - \$5B = 15%
 - \$500M - \$1B = 11%
 - \$100M - \$500M = 21%
 - <\$100M = 32%

TSIA Conferences

- TSIA conducts three annual conferences, two in the United States and one in Europe.
- The U.S. event, Technology Services World, is conducted each spring and fall. Attendance at each of the events has ranged from 700+ to 900+. The demographics are as follows:
 - Manager 27%
 - Vice President 29%
 - Director 34%
 - Other Executive 9%
- More information on the U.S. conferences can be found at www.technologyservicesworld.com.
- The European event, Technology Services Europe, is conducted in the first quarter of each year for executives representing both EMEA headquartered companies and the EMEA divisions of global companies. The sponsorships offered for the event are provided in a separate sponsorships document and on the conference website. More information on the European conference can be found at www.technologyserviceseurope.com.