



# FAQs

Member Edition

October 19, 2009

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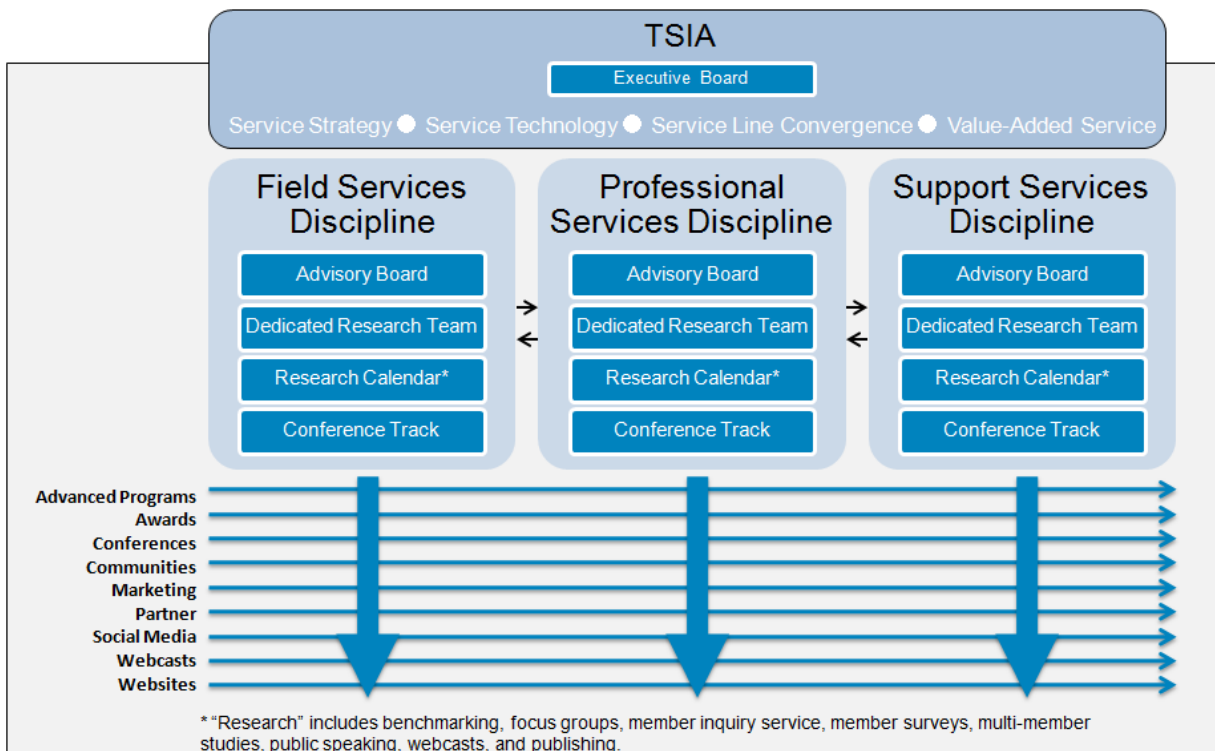
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# SYNOPSIS

AFSMI, SSPA, and TPSA are being brought together into a single, integrated organization and now under a single new brand name: Technology Services Industry Association (TSIA).

In our discussions with the association advisory boards over the past year, and more recently in the research that we've conducted that led to the decision to combine the three brands into one, members have consistently stressed that the differences among, and the unique needs of, the various service disciplines must be preserved in the new association.

TSIA will differentiate the service disciplines of **Field Services**, **Professional Services**, and **Support Services** in the research and content that we deliver, in the structure of our programming and events, and in the design of the TSIA Web site.



TSIA also will research and promote areas of services discipline convergence. Over time, we will introduce new service disciplines as interest develops among our membership.

## QUESTIONS ABOUT THE TRANSITION

### Why did you decide to merge the associations?

Prior to making the decision to converge the associations, we spoke with many members and partners to solicit their perspectives on this issue. Three significant themes drove our decision:

- a. Our members want to see the concept of “technology services-as-an-industry” become formalized in the marketplace. In a way that three separate brands could not, TSIA creates a unified “voice” across service disciplines and enables more strength and presence in the market.
- b. Related to the first theme above, both members and partners felt that the gains from the converged association and new name would far outweigh the impact of brand equity lost when retiring the original associations’ names. Specifically, “putting all the wood behind a single arrow” will increase our ability to influence key constituents such as the media, industry and financial analysts, customers, and non-service CXOs inside your company.
- c. The decision to merge associations is, in part, a response to the industry-wide trend toward the convergence of services. This convergence is based upon a customer life-cycle management model, suggesting increasing linkage across the various disciplines in the technology services spectrum. In practice, more and more of our members are driving this convergence within their own services businesses, and have asked that their association be organized to parallel this trend.

There were some additional considerations, as well:

- a. Reducing the amount of time and resources required to maintain multiple brands in the marketplace allows us to direct more of our energy to the enhancement of member content and services.
- b. A single brand is critical to our ability to expand into new geographic markets.
- c. There was considerable confusion in the marketplace about the differences between and among AFSMI, SSPA, and TPSA.

### What will happen to the existing association brands?

The AFSMI, SSPA, and TPSA names, logos, brands, and Web sites are being retired. However, the former association names and logos will continue to be used on their respective Web sites for a transitional period as the construction of the TSIA Web site is completed in early 2010.

**We have valued our relationship with our association because we knew it was focused on our specific issues, opportunities, and challenges. Does the new combined entity mean that we will lose this focus and service discipline specificity?**

Not at all. One message came through loud and clear from our members and partners: that TSIA's focus, services, programming, and thought leadership needs to continue to be targeted at the service disciplines previously represented by the three associations—Field Services, Professional Services, and Support Services. We understand that need and will continue to operate TSIA in a way that retains a distinct service discipline focus.

TSIA will have an additional focus on services convergence issues, but this will not take away from the value that we will deliver to each of the distinct service disciplines. We are not eliminating our service discipline focus; we are only retiring the separate brand structure.

You can see the service disciplines distinctly represented on the TSIA Web site landing page: [www.tsia.com](http://www.tsia.com).

For further details on this and related questions, please refer to "Questions About Membership, Benefits, and Fees."

**When will the new TSIA brand take effect/become fully operational? How will I know when changes have taken place as part of the transition to TSIA?**

The new brand is being launched on October 19, 2009, at our Technology Services World conference in Las Vegas. At that time, the new brand and logo are being introduced. TSIA also has published a timeline of transitional activities, milestones, and action items for members and partners, a copy of which has been included at the back of this document.

There are three ways to follow the transition activities:

- Read our regular e-mail updates notifying members and partners of our progress. (Please make sure your spam filters allow our e-mails.)
- Visit the TSIA Web site ([www.tsia.com](http://www.tsia.com)) or your association Web site to track our progress in achieving key milestones in the transition.
- Call your membership development director. Contact information can be found at the back of this document.

**How does J.B. Wood's new book relate to the convergence of the associations and the formation of TSIA?**

J.B.'s book, *Complexity Avalanche*, ([www.complexityavalanche.com](http://www.complexityavalanche.com)) is a broad exposé of the key business and technology trends driving our industry and its service disciplines today. It also

describes the implications of these trends for industry players and explains the role the TSIA will play in bringing its partners and members together to navigate through industry transitions. The book is simply another way of communicating many of the formative concepts of TSIA. It is written to be of particular interest to non-service CXOs at technology product companies.

### **What is the vision and mission of the new combined entity?**

Our mission is unchanged: Members will continue to leverage TSIA’s thought leadership, business models, communities, industry-wide benchmarks, advisory services, and organizational development programs to create sustained improvement in their service businesses.

In addition to this mission, TSIA will enhance its mandate in three areas:

- Provide more leadership in services industry convergence by providing enhanced thought leadership, services, and programming on the topic.
- Provide a more aggressive role for TSIA as the leading voice of the technology services industry.
- Expand our global footprint to more closely match that of our members.

### **What will happen to the advisory boards?**

The former association advisory boards will continue to function as advisory boards to the service disciplines:

- The AFSMI Advisory Board will become known as the “Field Services Advisory Board.”
- The SSPA Advisory Board will become known as the “Support Services Advisory Board.”
- The TPSA Advisory Board will become known as the “Professional Services Advisory Board.”

Advisory boards will advise the respective service discipline research teams primarily on research topics and agenda, award categories and judging, and conference topics and tracks.

The service discipline advisory boards will be led by the following individuals:

- Field Services Advisory Board—Michael Israel, chairperson; J.B. Wood, executive advisor.
- Support Services Advisory Board—Bill Rose, chairperson; Stephen Smith, executive advisor.
- Professional Services Advisory Board—Bo Di Muccio, chairperson; Thomas Lah, executive advisor.

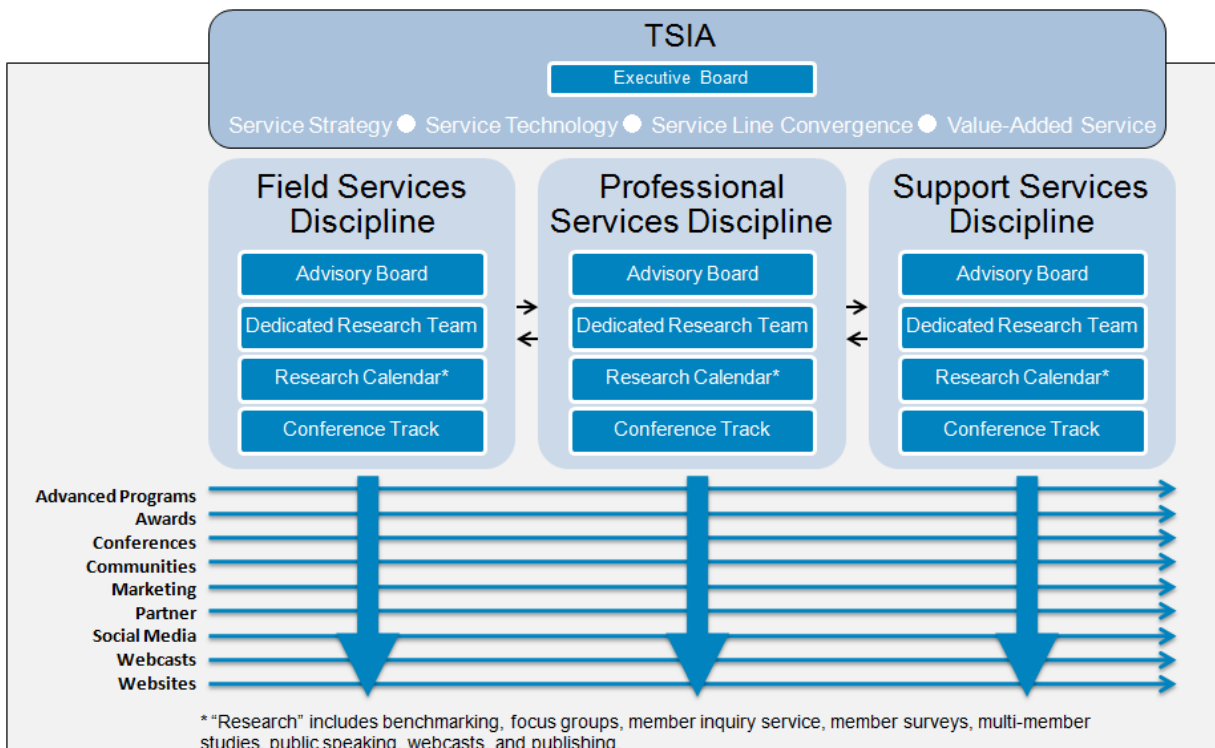
A new, 16-member TSIA Executive Board is being created and will be announced at Technology Services World 2009 Las Vegas. The TSIA Executive Board will be chaired by Thomas Lah, the new TSIA executive director.

The TSIA Executive Board will collaborate with TSIA executive management to strengthen the technology services industry, improve the operating and financial results of technology services business units and companies, and enhance technology services careers by defining important industry issues, trends, and opportunities. The TSIA Executive Board also will advise TSIA executive management on how best to deliver solutions to members through its programs, research, communities, and events.

## QUESTIONS ABOUT YOUR MEMBERSHIP, BENEFITS, AND FEES

**As a member of AFSMI, SSPA, or TPSA, does my company automatically become a member of TSIA?**

Yes. Member companies of the former associations that are in good standing at the time of the TSIA announcement on October 19, 2009, will become “TSIA Founding Members.” Membership in TSIA automatically includes a “subscription” to at least one “service discipline”: Field Services, Professional Services, or Support Services. TSIA membership also includes access to TSIA’s Service Technology and Service Strategy content.



### **What does this mean to the services and benefits I get for my membership?**

Companies with multiple memberships and/or access to content will be provided with the same access to service discipline content and benefits that they receive today.

TSIA members will receive all of the same benefits and services they had enjoyed as members of the former individual associations:

- Unlimited employee access to the relevant member-protected content on the TSIA Web site.
- Conference vouchers bundled with their annual membership fee.

- Two conferences per year in the U.S., and one conference per year in Europe.
- Access to the Member Inquiry Service.
- Access to the complete research portfolio for their service discipline.

In addition to these continuing benefits, TSIA members also will receive the following new benefits:

- “TSIA Founding Member” status, including a lifetime discount for membership renewal (provided the membership is maintained in good standing).
- A TSIA Founding Member plaque.
- Research vouchers bundled with their annual membership fee (new for former SSPA and AFSMI members).

### **How can I learn more about all of your service disciplines and what they have to offer?**

The new TSIA Web site, at [www.tsia.com](http://www.tsia.com), is under construction, and includes brief overviews of each of the service disciplines. The site is targeted to be fully launched in Q1 2010.

In the interim, and for information about the type of research and content that you can expect from each of our service disciplines going forward, please visit our former association Web sites:

- [www.afsmi.com](http://www.afsmi.com) to learn about our Field Services discipline.
- [www.thesspa.com](http://www.thesspa.com) to learn about our Support Services discipline.
- [www.tpsaonline.com](http://www.tpsaonline.com) to learn about our Professional Services discipline.

### **What does my company need to do to sign up for the new service disciplines?**

Founding Member companies (those companies who belong to one or more of the three associations on October 19, 2009) will be automatically “subscribed” to the new service disciplines to reflect the content they received as members of the former associations.

Companies joining TSIA after October 19, 2009, will need to subscribe separately to each service discipline and pay the corresponding membership fees.

To learn which service disciplines your company has been subscribed to, and to subscribe to additional service disciplines, please contact your membership development director.

### **How do these changes affect the renewal of my existing membership?**

Founding Members will be “grandfathered in” to the former member fee structure. That is, as long as Founding Members maintain their membership in good standing, they will be eligible

for a Founding Member discount at the time of their membership renewal. Should a Founding Member's TSIA membership (or any of its service discipline subscriptions) lapse, their membership/subscription fees will revert to the new TSIA fee structure.

**How are you going to handle contractual matters going forward, considering the fact that our procurement system knows you by the former association name?**

TSIA will be issuing a communication to all of our members' purchasing departments, clarifying the new association name and incorporation details.

## **QUESTIONS ABOUT OUR ORGANIZATION AND POINTS OF CONTACT**

### **Is the ownership of the associations changing under this new structure?**

The transition to the TSIA brand name does not involve any change in ownership of the association. TSIA is a privately held corporation headquartered in California. J.B. Wood was formerly the President and CEO of AFSMI, SSPA and TPSA, and now continues as the President and CEO of TSIA.

### **How will the Executive Director relationships we have with the three associations be affected by the change to a new consolidated entity known as TSIA?**

J.B. Wood, who had also been the acting Executive Director of AFSMI, will devote his energies full-time to the role of President and CEO of TSIA.

Thomas Lah, who had been the Executive Director of TPSA, has assumed the role of Executive Director of TSIA, and in that capacity will both direct the design of the research and content portfolio for the association across all service disciplines, and continue his research and writing in the professional services discipline.

Stephen Smith, who had been the Executive Director of SSPA, will assume the full-time responsibilities of Senior Vice President of Finance, Member Operations, and Information Technology. Stephen will also serve as the executive advisor to the Support Services Advisory Board.

### **How will the research function be structured on a go-forward basis? Who will be our points of contact?**

The individual service disciplines will be led by members of the TSIA research team:

- Field Services, by Michael Israel.
- Professional Services, by Bo Di Muccio.
- Support Services, by Bill Rose.

John Ragsdale will continue to provide service technology research in support of all three service disciplines.

### **What will happen to the number of resources in AFSMI, SSPA, and TPSA under this new entity when compared to the number that serve our business today?**

There will be no staff reductions associated with this merger.

With the transition to TSIA, our association program managers will assume cross-service discipline roles, providing program delivery support to the research team. Programs that had been unique to one or another of the service disciplines—for example, TPSA’s Multi-Member Studies and SSPA’s STAR Awards—will continue to be managed by the same individuals, but will be extended to the other service disciplines.

### **Is there going to be a change in who I deal with at the association?**

With the transition to TSIA, your day-to-day contacts at TSIA will remain unchanged:

- Membership development directors will continue in their current roles and with the same member account assignments. (Please refer to the staff listing at the back of this document for a complete listing of all membership development directors.)
- Our finance and accounting team remains unchanged.
- Member services, in the persons of Didi Ferrer and Maryam Snopkiewicz, will continue to process member benefits access, including Web site log-in credentials.
- Benchmark portal access will continue to be administered by Kathy Anderson.

### **Does this new organization change the way we access our association for inquiries and member-to-member discussions?**

The Member Inquiry Service remains a core component of the TSIA member benefits portfolio. Members will continue to be able to submit inquiries—including member-to-member discussion requests—via their association Web site or by telephone or e-mail to their membership development director. The former association Web sites—AFSMI, SSPA, and TPSA—will be maintained for as long as is required to complete the implementation of the new TSIA Web site, anticipated to be in Q1 2010; member inquiries may be submitted on those Web sites throughout the transition.

### **Where can I go to get more information about this transition?**

This document is being made available to members as a hard-copy document. It is also downloadable via the TSIA Web site ([www.tsia.com](http://www.tsia.com)). For further information, please contact your membership development director, or speak to any representative of TSIA at the Technology Services World 2009 Las Vegas conference.

## QUESTIONS ABOUT OUR RESEARCH AND BENCHMARKING

### **What does this mean in terms of the research content that will come from TSIA versus what we were getting from SSPA, TPSA, and AFSMI?**

Research in the service disciplines will begin to be published effective with the announcement of TSIA. The deliverables outlined below are based on an annual schedule.

All members, regardless of service discipline, will have ongoing access to the following industry research:

- Service 50 quarterly research and Webcasts.
- Europe Service 20 annual research and Webcast.
- Opportunities to participate in and have access to the results of two cross-discipline technology service industry member surveys per year.
- Cross-service discipline Webcasts (up to four per year).

All members also will have continuing access to the following service technology-related resources:

- Service Technology publications, research, and Webcasts from John Ragsdale.
- Services Technology Buyer's Guide.
- Partner Webcasts, featuring the latest in innovative service technology from our partner community (approximately 20 per year).

Within each service discipline that you subscribe to, your membership will include the following deliverables each year:

- Access to the TSIA research team through the Member Inquiry Service.
- A benchmark review by the service discipline research team (for members completing the benchmark survey for their respective service discipline(s)).
- Opportunities to participate in service discipline-specific member surveys, such as the recent Maintenance Pricing Survey and Services Organization Survey (a minimum of 2 per year).
- Service discipline-specific research articles (a minimum of 8 per year).
- Opportunities to participate in member focus groups (a minimum of 4 per year).
- Service discipline-specific Webcasts (a minimum of 4 per year).

### **What are the relevant content areas in the other service disciplines that I should pay attention to?**

One of the reasons that we consolidated our association brands was to better reflect a growing trend in the technology services industry toward exploiting the synergies across service lines of business, up to and including the outright convergence of one or more disciplines in some member companies.

Toward that end, TSIA in 2010 will begin to explore—through research, writing, conference presentations, and Webcasts—the nine service convergence initiatives that we believe present the greatest opportunity for return on investment in the next five years: portfolio rationalization, knowledge management, solution centers, success metrics, organizational structure, financial measurement, sales processes, services pricing, and value-added support (VAS).

### **How will the transition affect the Benchmarking study?**

Benchmarking will continue to play a central role in the TSIA research portfolio. There are short- and long-term changes in benchmarking that we anticipate for the various service disciplines.

A major revision to the Professional Services Benchmark Survey has been completed, and is now available for participation by subscribers to that service discipline. The PS 2.0 Benchmark represents several months of effort and collaboration with both members and our Service Excellence Alliance partners. It retains the core PS business/financial profile questions, but incorporates substantial updates to all other sections of the survey.

PS discipline subscribers who already have completed their benchmark survey are encouraged to update their data using the PS 2.0 Benchmark questionnaire.

The Support Services (SS) and Field Services (FS) Benchmark Surveys are scheduled to undergo a comparable overhaul. Our current target for the rollout of the SS and FS 3.0 Benchmark Surveys is mid-2010.

Looking out beyond these updates, the long-term goal is to integrate the benchmark surveys across the various service disciplines, such that a common set of demographic questions can be completed once and used in conjunction with any set of discipline-specific survey results.

### **Will you continue to do Multi-Member Studies in TSIA?**

The Multi-Member Studies that have been offered to the TPSA membership over the past three years—providing opportunities for in-depth benchmarking on such critical topics as PS compensation, PS market rates, and project performance—will be extended to include topics of interest to the Field Services and Support Services disciplines. Specific goals for the number of such opportunities for those disciplines in 2010 will be based in part on topic/dataset requirement recommendations from the service discipline advisory boards. Subscribers to the Professional Services discipline will continue to have access to three Multi-Member Study opportunities per year, on average.

**Will research vouchers be included with membership? Assuming so, how many for our company?**

Membership in TSIA, and any subscription to your second and subsequent service disciplines, will include a certain number of research vouchers that can be redeemed for participation in (but not for purchasing the results of) Multi-Member Studies. Please contact your membership development director for the number of research vouchers available to your company.

## QUESTIONS ABOUT OUR PROGRAMS

### **What will happen to the STAR Awards program?**

The STAR Awards have had a long and storied history in the SSPA. STAR Award winners achieve one of the highest acclamations possible: the recognition by industry peers of innovation and superior performance.

With the transition to TSIA, the TSIA STAR Awards will continue with the same basic features: twice-annual competitions, fee-based applications, panels of judges drawn from the ranks of the advisory boards, award winners announced and recognized at our semi-annual U.S. TSW conferences.

However, certain changes will also take effect:

- a. All former SSPA award categories will be aligned with the Support Services discipline.
- b. New award categories specific to the Field Services and Professional Services categories will be explored with the service discipline advisory boards and, as appropriate, announced at the May 2010 TSW conference in Silicon Valley for availability in the fall 2010 awards cycle.
- c. Responsibility for the creation and ongoing maintenance of the award categories will move to the service discipline advisory board. Advisory board members will be asked to provide input on award categories at appropriate times throughout the year.
- d. For the spring 2010 awards cycle, any current award categories that are already cross-service discipline in nature, and any that might become so, also will be open to participation by member companies subscribing to the Field Services and Professional Services disciplines. Availability of these award categories will be announced at the fall 2009 conference in Las Vegas.

### **Will you be introducing new awards as part of the transition?**

Yes. Two new awards for 2010 will be announced at Technology Services World 2009 Las Vegas: one recognizing individual contributions to the TSIA community and the technology services industry in general, the other recognizing member company contributions. Details on these awards will be available in future communications.

### **What will happen to the SSPA Organizational Development Program—the SSPA Rated Outstanding, Excellence in Service Operations, and J.D. Power certifications?**

The SSPA Organizational Development Program will thrive under the TSIA umbrella—with increased research and membership in TSIA service disciplines driving identification of new and emerging best practices.

Current members in the program (certified or in the process of certification) will see no functional change in their current program or the requirements for participation in the future if they continuously participate in the program with no extended interruptions.

TSIA will be collaborating with ODP-certified member companies in the coming weeks to agree upon a brand transition plan that takes into full consideration their investments in the current branding. The J.D. Power and Associates certification brand is not affected.

Members that begin an Organizational Development Program after October 19, 2009, must be subscribers to the TSIA service disciplines related to their scope of certification. For example, if the scope of a certification includes phone support, Web self-service support, and field services, the certifying member company must be a subscriber to the Support Services and Field Services disciplines.

### **What will happen to the Support Staff Excellence program?**

The Support Staff Excellence program will continue to be made available to member companies subscribing to the Field Services and Support Services disciplines.

SSPA recently announced a new organization-level certification—“Certified Support Staff Excellence Center”—for companies achieving certain high levels of participation in individual certification. This designation will be rebranded as “TSIA Certified Support Staff Excellence Center.”

## QUESTIONS ABOUT OUR CONFERENCES

### **How does TSIA relate to TSW?**

TSW, or Technology Services World, is the brand name that we introduced in the spring of 2008 to refer to the newly co-located SSPA Best Practices Conference and the TPSA Spring Summit. We adopted a similar brand, Technology Services Europe, to refer to our annual European conference.

In the fall of 2008, the AFSMI World Conference was brought under the TSW umbrella at Technology Services World 2008 Las Vegas. In that and subsequent conferences, we have created unified agendas that, while retaining the content and the identities of the individual associations, allow participants to attend any session, regardless of their association affiliation.

Under TSIA, TSW conferences will retain a primary emphasis on the service disciplines formerly available through the separate associations—namely, field services, professional services, and support services—while also providing sessions on topics that span those disciplines.

### **Will this change affect the number and location of the conferences you hold annually?**

As TSIA, we will continue to produce two conferences in the U.S.—*Technology Services World Silicon Valley* in the spring, and *Technology Services World Las Vegas* in the fall—and one conference in Europe, *Technology Services Europe*, in the spring. Our 2010 conferences will be held again in the same cities as this year: Santa Clara, Las Vegas, and Barcelona.

While no specific plans have been made to date, there are discussions underway with our international affiliates to co-produce events in other major international technology markets, perhaps as early as 2010. As those discussions progress, we will provide timely updates to our member and partner communities.

### **How is this going to change the format and content focuses in future conferences?**

The basic format for our 2010 U.S. conferences will remain unchanged. Conferences will begin on a Monday afternoon, and run through the closing awards ceremony and keynote presentation at the Wednesday luncheon. The agenda will be a mixture of keynotes and breakout session presentations.

Our agendas will be constructed first and foremost to deliver content in the core service disciplines of field services, professional services, and support services. We will add more content in the education services and managed services disciplines, and on the topic of service convergence. We will continue to look for new and engaging session formats such as the “Hot Seat” sessions at Technology Services World 2009 Las Vegas. And we also will be on the lookout

for new content tracks—such as the one on Social Media in Las Vegas this year—to complement the more traditional tracks such as services operations, delivery, sales, and marketing.

**Will this change affect the price of the conferences you hold annually? Will conference vouchers still be included with membership?**

Conference pricing will not change in 2010. Members will continue to receive preferential pricing for non-voucher registrations.

Conference vouchers will continue to be included with membership in the same numbers as were allocated previously. Please contact your membership development director for details on the number of vouchers included in your membership.

## QUESTIONS ABOUT OUR MEMBER COMMUNITIES

### What are the various communities that are available to me within our TSIA membership?

There are several types of focused member communities within TSIA. Some are managed by TSIA, and some are managed by members themselves. Here is a list of those communities:

- **Industry Groups** – These are member companies who share a common market and/or product category. These groups meet at conferences and in conference calls throughout the year. TSIA currently has three Industry Groups:
  - Consumer Technology Industry Group
  - Medical Device Industry Group
  - SMB Companies Industry Group
  
- **Communities of Interest** – Groups of members who have a common interest, whether in a particular job function, service topic or issue, or business process. All three associations have had several active Communities of Interest over the past few years:
  - Services Engineering Community of Interest
  - Maintenance Pricing Group
  - Talent Management Community of Interest
  - Partner Management Community of Interest
  - Women in Services GroupTSIA will continue to maintain currently active Communities of Interest, and facilitate the formation of new communities, based on member needs.
  
- **Technology Services Forum (new!)** – The Technology Services Forum (TSF), TSIA’s online community, <http://techservicesforum.com>, will serve as the organizing platform for all Community of Interest online activity. TSF enables conversation threads, agenda and meeting notes postings, calendar postings, and community member notifications.
  
- **Social Media Groups** – Concurrent with the announcement of TSIA, new TSIA groups will be established on Facebook, LinkedIn, and Twitter to facilitate networking and collaboration for each of the service disciplines. The former AFSMI, SSPA, and TPSA groups on each of these platforms will be phased out over time.

For further information on TSIA Communities of Interest, please contact Shawn Santos, Director of Programs & Community, at [shawn.santos@tsia.com](mailto:shawn.santos@tsia.com).

## QUESTIONS ABOUT OUR INTERNATIONAL PRESENCE

### **What opportunities will there be for employees in my company outside of the U.S. to participate in TSIA events and programs?**

Technology Services Europe, to be held again in Barcelona in February of 2010, will continue to provide our EMEA-based members and community members with the opportunity to convene on an annual basis for best-practices sharing and peer-to-peer networking. (Technology Services Europe 2010 will be our third annual EMEA conference.)

With the announcement of our partnership with NASSCOM, India's largest IT association, TSIA is embarking on a strategy of affiliating with the most influential IT associations in the major technology markets around the world. Through these affiliations, TSIA will provide opportunities for members to attend live regional industry events with relevant technology services content. More information on the TSIA/NASSCOM partnership will be forthcoming via the TSIA Web site and our e-mail communications.

### **Are you going to expand your research to non-U.S. geographies as part of the transition to TSIA?**

Our current research portfolio includes significant data sets from non-U.S. geographies. Member companies benchmark their field, support and professional services operations in not only the U.S. but also in EMEA, Asia-Pacific and Latin America. TPSA multi-member studies have benchmarked PS market rates, PS compensation, and project performance in 16 different countries.

In addition to industry events, international affiliations will afford TSIA the opportunity to pursue geo-centric joint research on topics that will be of mutual interest to both regional employees as well as headquarters personnel. Further details on our international research agenda will be published as plans are developed and agreed to with our affiliates.

### **What's going to happen to the AFSMI chapters?**

AFSMI chapters have a long and proud history of providing regional members the opportunity to meet locally, network with peers, share best practices, and learn from industry experts. Those chapters with larger memberships, local resources, and aggressive content programs (some involving partnerships with academia) may elect to apply for International Affiliate status. TSIA staff is engaged in an active dialogue with chapter officers regarding the transition of their individual chapters.

## QUESTIONS ABOUT OUR WEB SITES AND WEB SITE ACCESS

### What's going to happen to the AFSMI/SSPA/TPSA Web sites?

During the development of the new TSIA Web site, the stand-alone association Web sites will continue to be directly accessible:

- AFSMI at [www.afsmi.com](http://www.afsmi.com).
- SSPA at [www.thesspa.com](http://www.thesspa.com).
- TPSA at [www.tpsaonline.com](http://www.tpsaonline.com).

Visitors to the former association Web sites will be presented with prominently displayed links to the new TSIA Web site, [www.tsia.com](http://www.tsia.com).

Similarly, visitors to the TSIA Web site will be able to click through to the former association Web sites to access the same services and content they enjoy today, as follows:

- The AFSMI Web site will be accessible through the “Field Services” discipline.
- The SSPA Web site will be accessible through the “Support Services” discipline.
- The TPSA Web site will be accessible through the “Professional Services” discipline.

### What do I need to do to ensure that I have access to the content that I am entitled to when the new TSIA Web site is completely operational?

As a member of AFSMI, SSPA, or TPSA, you will be automatically registered for access to the relevant section(s) of the TSIA Web site, based on the service discipline(s) that your company has subscribed to. All members will have access to Service Technology content, regardless of subscription status. No action on your part will be required.

## QUESTIONS ABOUT OUR E-MAIL COMMUNICATIONS AND PUBLICATIONS

**How can I make sure I don't get a flood of new correspondence that I am not interested in?**

We will continue to be vigilant in finding the right balance between frequency of communication and your need to have current information on association events, programs, and benefits.

Certain TSIA e-mail communications and electronic publications will be segmented by service discipline. (See below.) Initially, you will receive communications for those service disciplines in which you had expressed an interest at the time you joined your association community. **You can change that preference at any time, simply by clicking the "Update my Profile" hyperlink at the bottom of any e-mail that you receive from us, or by calling TSIA member services at 858-674-5491.**

**What changes, if any, will there be in the electronic publications that I have been receiving from my association?**

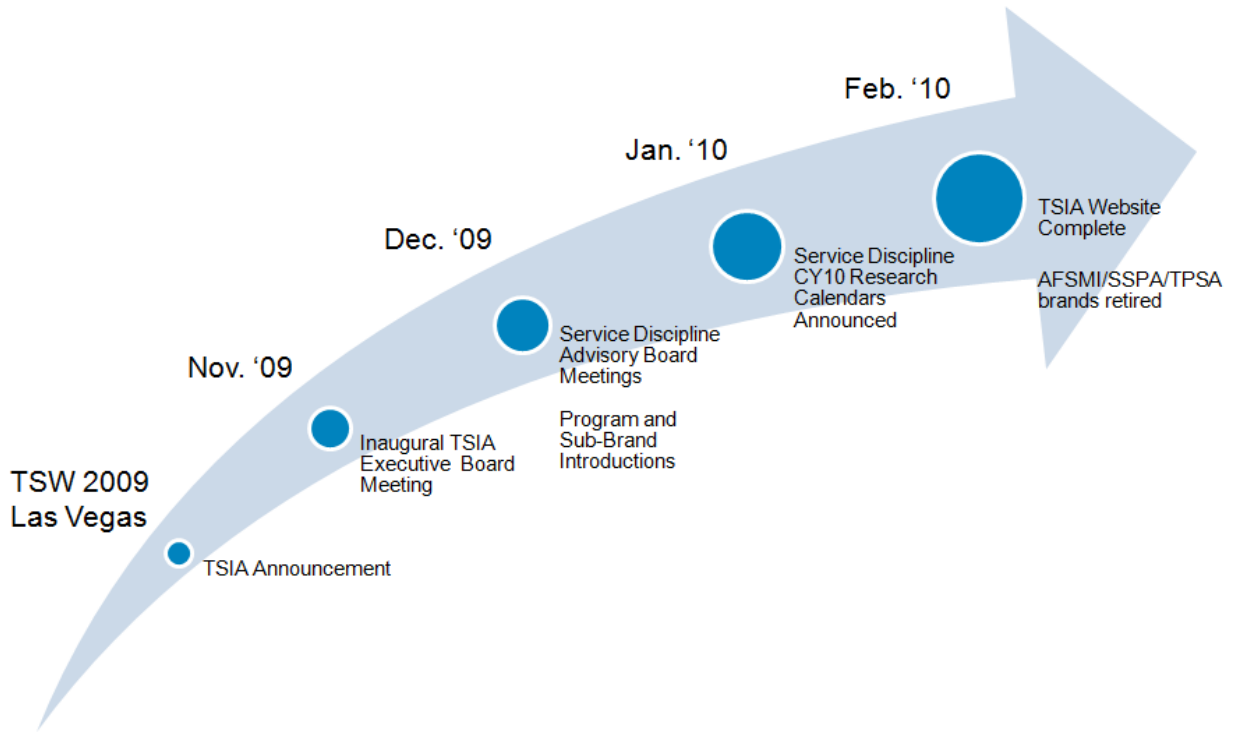
Effective with the announcement of TSIA, there will be a revision to the lineup of electronic publications available to you from the association:

- a. **Technology Services Research Quarterly (TSRQ)** will continue to be published on a quarterly basis. As it was previously for the three associations, *TSRQ* will be sub-branded for each of the three core service disciplines—Field Services, Professional Services, and Support Services—with each issue featuring brief summaries of the latest research from that discipline. The first issue of the new *TSRQ* will be published in November of 2009.
- b. A new publication, **Inside Technology Services**, will replace *SSPA News* and *Sbusiness News*. *Inside Technology Services* will be a quarterly electronic journal of technology services thought leadership and opinion, with contributions from TSIA staff, members, and Expert Alliance and Services Excellence Alliance partners. The first issue of *Inside Technology Services* will be published in January of 2010.
- c. The former association monthly Updates will be succeeded by the monthly **TSIA News**, sub-branded for each of the three core service disciplines and providing you with the latest information on programs, events, members, and communities specific to the service discipline(s) of interest to you.
- d. A new quarterly publication, **Technology Services Community Insight**, will be introduced to provide you with an overview of the latest activity on TSIA's social media platforms, including LinkedIn, Twitter, Facebook, YouTube, and Technology Services Forum. The

first issue of *Technology Services Community Insight* will be published in December of 2009.

- e. **ConferenceNews** will continue to be published on a monthly basis, offering the latest updates on TSIA's Technology Services World and Technology Services Europe conferences.

# TSIA TRANSITION TIMELINE



## KEY TSIA CONTACTS

| Contact Name     | Title                              | Email Address  | Phone Number       |
|------------------|------------------------------------|--|--------------------|
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| Thomas Lah       | Executive Director                 | <a href="mailto:thomas@tsia.com">thomas@tsia.com</a>                     | please email       |
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| Tom Rich         | SVP, Programs                      | <a href="mailto:tom.rich@tsia.com">tom.rich@tsia.com</a>                 | 978-466-5063       |
| Michael Israel   | Senior Research Director           | <a href="mailto:michael@tsia.com">michael@tsia.com</a>                   | 702-562-1270       |
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| Bill Rose        | VP, Services Research              | <a href="mailto:bill.rose@tsia.com">bill.rose@tsia.com</a>               | 760-480-9193       |
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| Tom Pridham      | SVP, Strategic Programs            | <a href="mailto:tom.pridham@tsia.com">tom.pridham@tsia.com</a>           | 408-981-4347       |
| Marty Blair      | Director, Membership Development   | <a href="mailto:marty.blair@tsia.com">marty.blair@tsia.com</a>           | 949-573-1691       |
| Ken Dahl         | Director, Membership Development   | <a href="mailto:ken.dahl@tsia.com">ken.dahl@tsia.com</a>                 | 408-455-2465       |
| Mark Kasperowicz | Director, Membership Development   | <a href="mailto:mark.kasperowicz@tsia.com">mark.kasperowicz@tsia.com</a> | 714-225-6914       |
| Pierre Saumande  | Director, Membership Development   | <a href="mailto:pierre.saumande@tsia.com">pierre.saumande@tsia.com</a>   | +33672896437       |
| Nicole Schwarz   | Director, Membership Development   | <a href="mailto:nicole.schwarz@tsia.com">nicole.schwarz@tsia.com</a>     | 916-254-8811       |
| John South       | Sr. Dir., Membership Development   | <a href="mailto:john.south@tsia.com">john.south@tsia.com</a>             | 858-673-3048       |
| Rick Tingstrom   | Director, Membership Development   | <a href="mailto:rick.tingstrom@tsia.com">rick.tingstrom@tsia.com</a>     | 858-405-8678       |
| Yvonne Young     | Director, Membership Development   | <a href="mailto:yvonne.young@tsia.com">yvonne.young@tsia.com</a>         | 408-355-8485       |

## IMPORTANT URLS

### Conferences

February 2010 - Technology Services Europe [www.technologyserviceseurope.com](http://www.technologyserviceseurope.com)

May 2010 - Technology Services World [www.technologyservicesworld.com](http://www.technologyservicesworld.com)

### Communities of Interest, Discussion Forums, Groups

Technology Services Forum [www.techservicesforum.com](http://www.techservicesforum.com)

### Discipline-specific Certification, Research, Webcasts, Member services, & Sponsorship opportunities

Field Services [www.afsmi.com](http://www.afsmi.com)

Professional Services [www.tpsaonline.com](http://www.tpsaonline.com)

Support Services [www.thesspa.com](http://www.thesspa.com)

### FAQs, General information, and Notifications about TSIA and the merger of AFSMI, SSPA, and TPSA

[www.tsia.com](http://www.tsia.com)

### Blogs

JB Wood <http://jbwood.tsia.com>

Thomas Lah's *ServiceVisions* <http://thomaslah.wordpress.com>

John Ragsdale's *Eye on Service* <http://jragsdale.wordpress.com>

Bill Rose's *SupportSense* <http://supportsense.wordpress.com>

Bo Di Muccio's *DataViews* <http://bdimuccio.wordpress.com>

## **INFORMATION ABOUT TSIA FOR YOUR PURCHASING DEPARTMENT**

Legal name: Technology Services Industry Association

Address: 17065 Camino San Bernardo, Suite 200  
San Diego, CA 92127

EIN: 04-3819464

Classification: Small Business

NAICS: 813920

## TSIA EXECUTIVE BOARD

| Name            | Title   | Company            |
|-----------------|---|--------------------|
| Sanjay Singh    | VP, Global Service & Support                    | Akamai             |
| Stuart Cooper   | EVP, Global Services, Enterprise Business Group | Alcatel-Lucent     |
| Dave Lavanty    | VP, Global Services                             | BMC Software       |
| Richard Sills   | Corporate SVP/GM, CA Services                   | CA                 |
| Jan Uhrich      | SVP, Global Support Services                    | Dell               |
| Eva Elmstedt    | VP, Customer Support                            | Ericsson           |
| Mike Swinford   | VP & GM, Americas Service                       | GE Healthcare      |
| Anand Eswaran   | VP, HP Software Global Services                 | HP                 |
| Kathleen Hogan  | Corporate VP, Microsoft Services                | Microsoft          |
| Ruth Fornell    | VP, Professional Services                       | NCR                |
| Juergen Rottler | EVP, Oracle Customer Services                   | Oracle             |
| Greg Sebasky    | SVP & CEO, Global Customer Services             | Philips Healthcare |
| Dan Nero        | VP, Professional Services Operations, IKON      | Ricoh              |
| Guy Gauvin      | EVP, Global Services                            | Taleo              |
| Bill Steenburgh | SVP, Xerox Services                             | Xerox              |
| Jeff Russakow   | SVP, Customer Advocacy                          | Yahoo              |