



Holiday Greetings to all our Members!

**TSANet Global Newsletter December 2010
Issue 6**

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Dave Misukanis, Symantec

Chairman's Corner

Dave Misukanis is the Director of Escalation Management for the Americas at Symantec Corporation. He has been in Technical Support for the past 28 years and in a leadership capacity for 23 years.

Dear TSANet Member

We are reaching the end of the year and approaching the holiday season. At this time of year I like to look back and see all that was accomplished and the changes that have occurred. Last month in accordance with the TSANet bylaws, the board completed our officer elections and I handed the reins of TSANet Board Chairman over to Rainer Zielonka

(IBM). Rainer is an outstanding leader and TSANet is in good hands as we continue to evolve and develop the best practices in collaboration. As I reflect on the last year and my time at TSANet, the team has accomplished much. We have updated our bylaws and code of conduct that will allow us to transition to a single, global organization, developed new service offerings that align with the industry along with a pricing model that provides significant benefits for a minimal cost. Overall the organization has a framework that allows it to operate efficiently and effectively providing significant value to you, the members. With these accomplishments I also reflect on the process and individuals that worked together to complete all these tasks. The TSANet staff and board members are some of the finest individuals to work with. The team is always looking for participation and interaction from its members. I would encourage you to get involved and join in the fun. Help the team determine the face of collaboration in the IT industry. It's a great networking opportunity and allows you to influence and shape the industry on how we collaborate with each other and ultimately, make the experience of your customer the best it can be. I am confident you will find it enjoyable as I certainly have.

Thank You
Sincerely
Dave Misukanis
Symantec Corporation

And now over to the new TSANet Chairman.....

Working for IBM, Rainer Zielonka has gathered over thirty six years of experience in the IT industry as an engineer, manager and director. He has significant international experience in the field of development, manufacturing and technical support. In addition to his in-depth technical knowledge, he has managed large pre- and post sales field support organizations globally. He has also developed and successfully implemented new support concepts for IBM. Rainer is a strong supporter of collaboration in the field of technical support and has served almost ten years as Director on the TSANet Boards in EMEA and NA.



Rainer Zielonka, IBM

Hi TSANet Members

Welcome to the 6th edition of the TSANet newsletter.

As we get to the end of the year I have some "thank you's" I would like to extend to people at TSANet that I have worked with in 2010.

Firstly I want to thank Dave Misukanis in his role as Chairman, the Board and Staff for their hard work and accomplishments in 2010. It is just incredible what was achieved. We completed our globalization re- org which included creating new legal framework and developing a new pricing model.

I would also like to thank Dave Bettenga for leading the automation project phase 1. There will be more on this in 2011 and we will be letting you know how you can implement this offering to your TSANet membership.

We held our annual TSANet Member's Meeting in October. This year we met in San Diego, a very successful meeting with excellent speakers Phil Verghis (The Verghis Group) and Bob Joseph (Sonnenschein Lawyers) Antitrust Law & Compliance. In addition a number of TSANet members took part in an interactive panel discussion and gave presentations on how they utilize their TSANet membership. We also had Dave Buchanan (Eli Kirk - TSANet Web Developers) give a presentation and hold a lively interactive discussion which led to a members "Database and Website Wish List" for 2011.

Wednesday evening was the ideal opportunity to relax and as we were in San Diego what better way to do this than with a boat cruise around the beautiful bay, while enjoying a fine meal.
Thank you TSANet staff Dennis, Deborah and Stephanie for organizing and orchestrating another successful Members' Meeting.

During the October Board of Directors meeting we had officer elections I am pleased to announce our new Treasurer is Pamela Fowler (Ingres), Jill Scola (EMC) is the Vice Chairperson, Robert Poston (Microsoft) is Secretary and myself as Chairman. Summer Maynard (Red Hat) resigned from the Board and was replaced by Ted Williams (Red Hat). I want to thank Summer for her contribution for many years and extend a warm welcome to Ted.

The Board set aside a good deal of time to discuss the future of TSANet. It is the definite goal of the TSANet staff and the board to further expand TSANet's unique position as the provider for collaborative support in the IT industry. We want to maximize the value you get from your TSANet membership. We want to support you, our membership, to achieve your goals to respond faster to the needs of the business, provide excellent customer service, increase efficiency and flexibility and achieve the best customer satisfaction.

To further expand TSANet services portfolio we have formed a strategic committee with the objective to define TSANet strategy to meet TSANet long term goals and define and implement actions to achieve those goals. For 2011 we have a number of challenging tasks ahead of us like transitioning the membership to the new membership and pricing model. In addition we will continue with the web based automation project and enter the next phase bringing awareness and encouraging adoption by member companies.

Please look to participating in this project; it brings collaborative interaction between members to the next level.

TSANet is a member driven company and I want encourage you to share your ideas and give us, the board and staff, feedback on what you want from TSANet and to participate in those initiatives. We have exciting times ahead of us. TSANet is major player in collaboration and I am proud to be part of the team.

Sincerely
TSANet Board Chairman
Rainer Zielonka, IBM

Global Board Meeting Report

The TSANet Board(s), Utah/Delaware, took the opportunity of the Members Meeting to arrive a day early for a face to face Board meeting. As always there was a full agenda to work through, while the Boards meet regularly throughout the year via conference call meetings everyone agreed that much was achieved by being "face to face". It was also possible to fine tune the agenda and presentations agreed for the Members Meeting to take place on the following two days.



TSANet Board and Staff meet in San Diego

AGENDA

- 9:00 – 9:30 – Officer Elections
- 9:30 - 10:30 – Member Meeting Review
- 11:00 – 12:00 – Financial & Operational Review
- 12:00 – 12:30 – Lunch – Overflow of Morning’s Business
- 12:30 – 1:30 – 501 c 6 Compliance (Not-For- Profit Parameters, For-Profit Business and Anti-Trust)
- 1:30 – 5:00 – Strategy Session

The next face to face TSANet Board Meeting will be March 9-10 2010
 Hosted by Board Director Olivier Biscaldi (Citrix) in Miami FL.

TSANet Members’ Meeting in San Diego

Members gathered at the Paradise Point Resort in San Diego this October for the first Members’ Meeting of the new global TSANet organization. Our theme for the meeting was to offer members the opportunity to learn how to effectively use and implement the service offerings to reduce or eliminate the need for costly individual CSAs and realize ROI of their TSANet membership.

Despite the difficulty for a number of members obtaining travel budget to attend the meeting there was a good representation from companies - Symantec, EMC, Ingres, Citrix, IBM, Microsoft, VMware, NetApp, Oracle, Novell, HDS, Guidance, Red Hat and Cisco to name a few!

This two day meeting was filled with information both specific to TSANet and the overall industry. Members were further treated to a San Diego Bay boat cruise for a little R&R.

The meeting, targeted for TSANet Business and Program Managers, covered the new TSANet pricing and relationship model. The new relationship and pricing model has several advantages to members and aligns more with offerings from the industry. For a number of members, the new pricing results in a dues decrease. TSANet has experienced significant member growth over the past two years with over 100 new members joining the organization. As a Not-for-Profit, the increased revenue for the organization can be translated into lower member dues.

In addition TSANet introduced several new offerings including a new Basic relationship. The Basic relationship is much like Classic but includes a P-1 next business day SLA and unlimited callers. Members will fall into one of two membership categories under the new model. A Basic Member will participate in the traditional Classic TSANet relationship and the new Basic relationship. A Premium Member will participate in the Mission Critical relationship (soon to be re-named Premium Relationship) and the Classic and Basic relationships. Members may begin the transition to the new model immediately. The new pricing will take effect upon the members’ renewal date.

If you have any queries or would like to arrange a call to discuss membership options please contact Dennis Smeltzer, TSANet Inc President +1 913345 9311, email dennis@tsanet.org



The elegant conference room.....



and what a view!



Guest speaker Phil Verghis (left) listening to feedback on his presentation from Dan Herman (HDS) center and Robert Poston (Microsoft) right.



TSANet Member Meetings – always a great networking opportunity!



The interactive panel discussion from left; Jill Scola (EMC) Dave Misukanis (Symantec) Robert Poston (Microsoft) Dave Bettenga (Oracle) Pamela Fowler (Ingres) Ted Williams (Red Hat)

And the chance to win prizes!



The top prize winners with their new Apple iPads



No one left empty handed...some more happy members with their prizes!

Australian Members meet in Sydney

On December 3, members came together to learn, share and network at HP's Rhodes office, as they do several times each year. Whilst several members are in other states such as Queensland and Victoria, they see value in these meetings and are prepared make the one hour flight to join the majority of the membership who are based in Sydney. These meetings are an opportunity for members to discuss how TSANet works for them and feedback to the board, through the convener, any issues they have. These gatherings are kept to 2 or 3 hours to better fit their available time.

This meeting provided an opportunity for Alan Honeyman, TSANet APAC Consultant, to report on the San Diego Member meeting and run through some of the presentations that were given.

The new Service offerings and the Affiliate program were discussed at length as were the options with interest shown in Training, Lab Access and Knowledge-base Access.

The meeting was rounded off by an entertaining and informative presentation by Jay Patel, an HP Talent Management Consultant. In order to better help the attendees understand the critical nature of simple repeatable processes to positive outcomes in customer interactions, he took the audience through some well documented public safety incidents in the Aerospace and Health areas. This generated considerable interaction from the audience who understood the connection and appreciated the way it was presented.

If you would like to get involved with TSANet activities in APAC please contact alan@tsanet.org

TSANet New Service Offerings

Over the past several months, TSANet has been working on an extensive makeover to the organization. In October, we began to implement a new set of services and offerings to our members. In globalizing, we have created a new TSANet with additional services and offerings to meet your multivendor relationship needs. As a Not-for-Profit organization, we have also re-worked our pricing. Even though prices continue to rise, your member organization has maintained growth, allowing us to decrease most members' dues. With these new offerings, we think you'll realize benefits of TSANet in ways never used before.

A WebEx call was attended by over 30 TSANet member companies on 16th November if you were unable to attend this informative meeting please contact TSANet direct.

TSANet has added additional relationships and options. In doing so, we've streamlined the joining process for new members and added lower cost options for simple one-off relationships. Whether you have an extensive knowledge of the existing relationship model or are new to TSANet, we suggest you contact TSANet for a personal consultation of which services would fit best with your support requirements at +1 913 345 9311 to discuss your new options and implementation. The guide below outlines the new offerings and pricing.

<http://www.tsanet.org/join/pdf/TSANet-Membership-Information-Oct-2010.pdf>

TSANet Website – New Video!

An increasing number of new member companies are referred to us by our current members. We respond to these referrals by arranging conference calls, face to face meetings where possible and by sending electronic information documents; however, in response to feedback we have been working on a new initiative in the form of a flash presentation with voiceover.

Our goal was not to replace the above methods of information delivery but to enhance the process allowing prospective members the opportunity to first understand the history and basic principles of the TSANet organization, the service offerings and ROI of becoming a member of this unique industry alliance. Working with a marketing company based close to our HQ in North America we are delighted to announce this new informative presentation is now available on our website.

<http://www.tsanet.org/> and now on You Tube

What is TSANet?

http://www.youtube.com/watch_popup?v=8LOeyl0rHuQ&vq=medium

Why Join TSANet

http://www.youtube.com/watch_popup?v=pCXdbmWMKOE&vq=medium#t=31

Joining TSANet

http://www.youtube.com/watch_popup?v=jDJXcYX4ccA&vq=medium



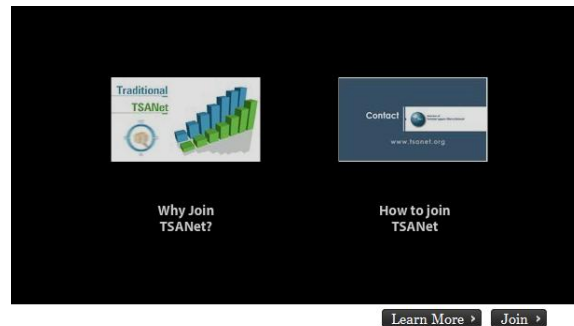
What is TSANet? – Click here to find out!

We are confident that this additional material will be invaluable to not only our current members, when wishing to recommend TSANet membership, but also to prospective companies that once directed to our website will, by

viewing the flash presentation, understand the basics before engaging with TSANet staff to discuss the available membership level options and the “best fit” for their particular multivendor support needs.

Finally this short presentation will be available for any TSANet Business/Program Manager to use within their support centers as an aid to maintaining TSANet awareness amongst their support teams.

It is our intention to look at having this presentation available in other languages – watch this space!



TSANet New Members

As reported in the last newsletter TSANet membership continues to grow. With an increasing number of member companies utilizing the TSANet framework to manage their partner programs and the enhanced service offerings we are now rolling out we are confident that this trend will continue. We have many companies that are currently in the joining process, and while they complete the process we offer a warm welcome to all the member companies below that joined our organization during 2010.

Remember we offer different types of membership. Maybe you find you are unable to collaborate with companies you would like to? You can upgrade your membership at anytime to increase your collaboration network and better support your customers, contact TSANet to discuss your options.

- Aastra Telecom
- Accellion
- Actimize
- Advent
- AT&T
- Autonomy
- AVG Technologies
- Barracuda Networks
- Bay Dynamics
- Bit9
- Bus-Tech
- Caringo
- CCX Tech Oy
- DataDirect
- Delphix
- EtherSpeak Communications
- Gama Telecom
- General Atomics
- Guidance Software
- Grau Data AG
- Hanzo Archives Ltd
- Intel Corporation
- Intellisearch

Isilon
JPG Consulting
Kaminario
Kaspersky
media5 Corp
MTS Allstream
Nexsan
Nimble Storage
Pancetera
PhoneFactor
Pivot3
Prosodie
QSC AG
RAD Data Communications
Raytion
RenewData
Rove Mobile
SAN Solutions
Scale Computing
SIOS
Snom, Inc.
SoTel
SpeakUp BV
Swisscom
TDC
Teldat
Telenor Norway
Texas Memory Systems
Titus Labs Inc.
Verizon Business
Voltage Security
WhiteHat
Winchester Systems

A full list of current members participating in TSANet Open Groups can be viewed on the website
<http://www.tsanet.org/members/>

If you have any queries or would like to discuss your TSANet membership please contact Dennis Smeltzer via email dennis@tsanet.org or by calling the TSANet HQ +1 913 345 9311 /Toll Free US 888 460 4545 (extension 101)
Alternatively you can email your regional consultants Stephanie Benson in EMEA stephanie@tsanet.org and Alan Honeyman in APAC alan@tsanet.org

Thank you for reading our last newsletter of 2010, remember you can keep up to date with all our newsletters, meetings and events by checking the website <http://www.tsanet.org/news/>

We would like to take this opportunity to thank all our members for their continued support and to wish you all seasonal good wishes as we look forward to another successful TSANet year in 2011.



Technical Support Alliance Network