2024 Member Meeting

Dec 10, 2024
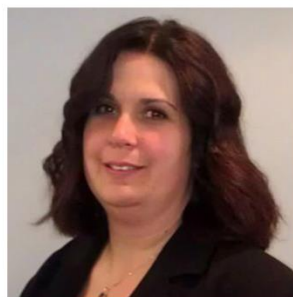
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TSANet Board of Directors

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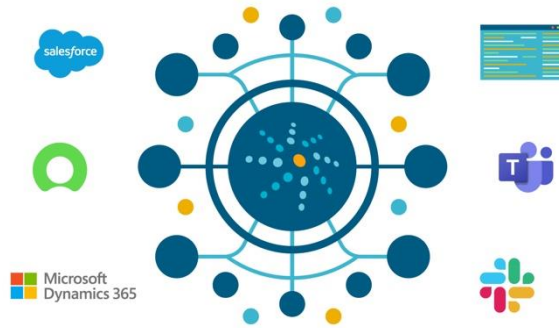
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TSANet Strategy

Partner Framework

Legal   People/Process

Add "Strategic" Partner

TSANET CONNECT

Launch Connect 2.0

salesforce

Microsoft Dynamics 365

Community

Networking   Best Practices

Expand Regional Focus Groups

Grow Members and Partner Programs

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2024 Review

Framework

Expand Technology Partner Framework (Strategic)

Develop and Deploy Connect 2.0

Community

Expand Regional Focus Groups – Networking for Standard, Premium and Elite

Research and Best Practices (Managers)

Membership

TSANet Partner Framework

Common Customer

Meet in the Market

Customer builds a solution and purchases support from each Vendor.

Vendors collaborate on issues as needed. TSANet legal and operational framework used for collaboration.

Alliance Partner

Technology Partner Programs

Validated configurations from your partner or developer marketplace

Support model documented for Customers and Partners with TSANet collaborative support commitment
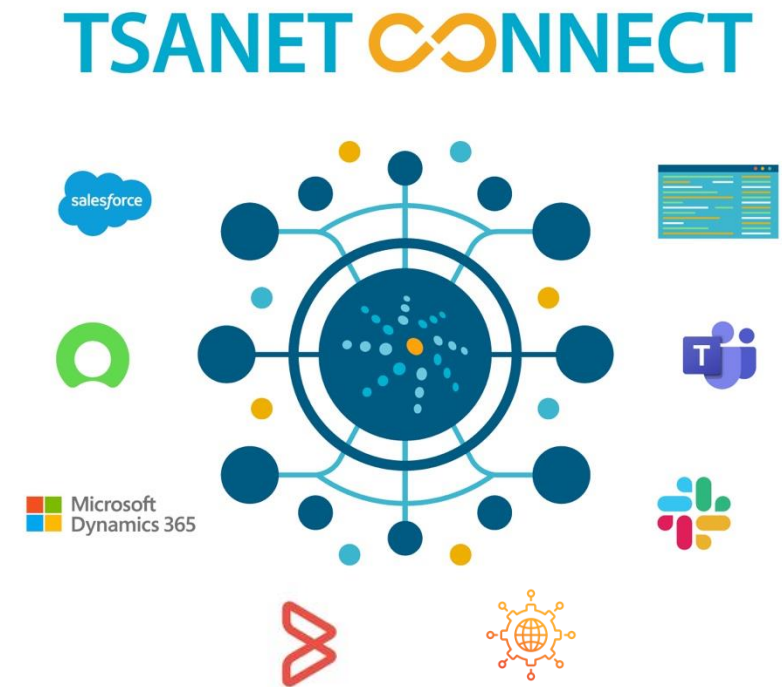
Strategic Partner

OEM, Solution Support

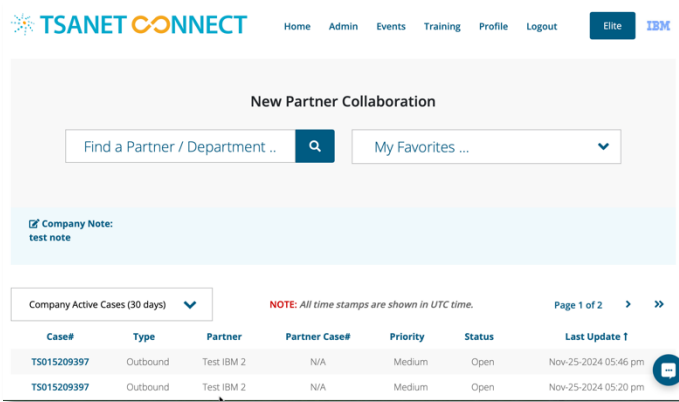Solutions from your company with integrated technology

Support provided by lead vendor. Back line product support in place with other vendors.

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TSANet Connect 2.0

1. New Generation of the TSANet Collaboration System

2. Includes integration framework to allow integration to Member systems

3. Full feature – Bi-directional Create, Update and Notes

4. WebApp, Salesforce Managed Package, and Microsoft Power APP

TSANet Connect - 2024

WebApp

Salesforce

Microsoft

Managed Package
- ✓ TSANet Case Object
- ✓ LWC UI elements
- ✓ Actions & Flows

Starting Production

Lead Members: **IBM, Red Hat**

Power App (for use in)
- ✓ Microsoft Dynamics
- ✓ Microsoft Teams

Starting Beta

Lead Member: **Microsoft** (Others)

Custom Integration

Lead Member: **Cisco**

Integration Framework

Regional Focus Groups

❑ All regions had two meetings (Spring and Fall)

❑ All regions had face-to-face meetings (Paul visited Australia and Japan)

❑ Increased attendance in 2024. Offering remote attendance for those not able to travel has helped.   We will continue that strategy in 2025.

TSANet North America Focus Group

TSANet Europe Focus Group

TSANet India Focus Group

TSANet Japan Focus Group

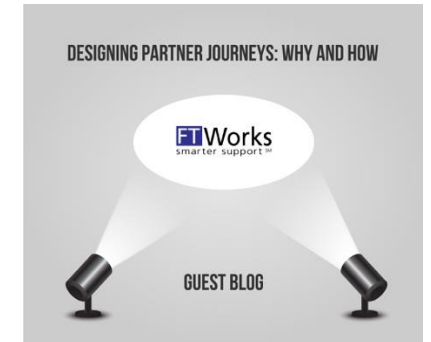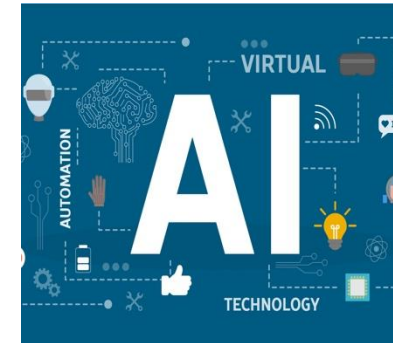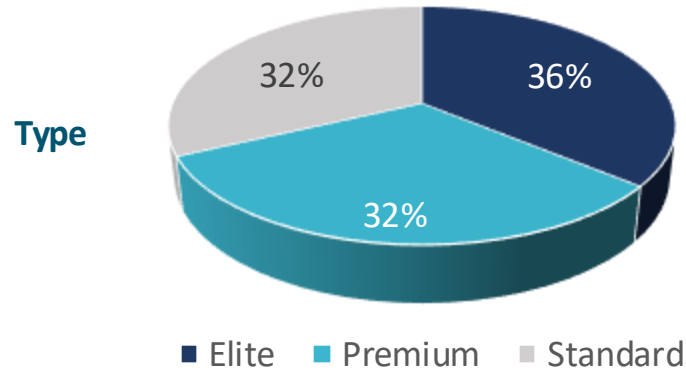TSANet Australia Focus Group

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Research and Best Practices

Top Topics in 2024

1. AI in Support: All Regional meetings had sessions on this important topic

2. Collaboration best practices (Internal and External)

3. Customer and Partner journey mapping

4. Resource planning in hybrid work environments

5. Metrics for assisted support

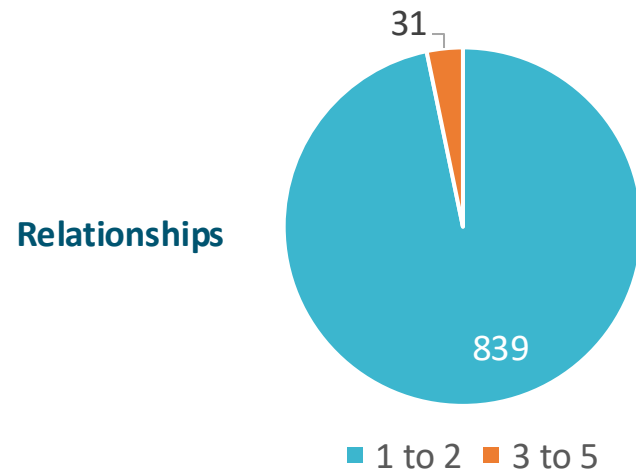6. Technology Partnerships – Invited Partner Alliance Managers to the North America focus group.

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Membership - 2024

Type

Legend: ■ Elite ■ Premium ■ Standard

Pie chart values: 36%, 32%, 32%

General Members
- ✓ 73 Members (Down from 87 Peak in 2022)
- ✓ 2023 triggered downgrades (Most moved to Limited (Usage/Budget/Economy)
- ✓ Stabilized and expect growth in 2025

Relationships

Pie chart values: 31, 839

Legend: ■ 1 to 2 ■ 3 to 5

Limited Members
- ✓ 870 Members
- ✓ Trend increasing
- ✓ Three upgraded in 2024 to General Members

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2025 Plan

Framework

Enhance Connect 2.0 – More Members Integrated

Improve Usage

Update Legal Framework

Community

Expand Regional Focus Groups – Networking for Standard, Premium and Elite

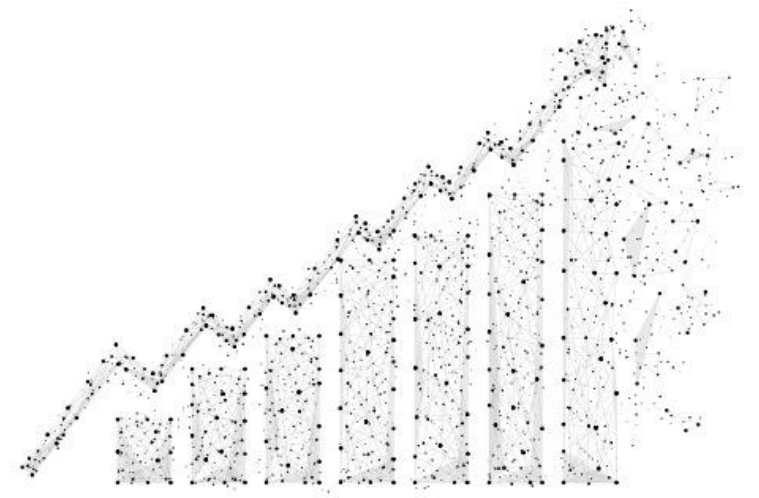Research and Best Practices (Support and Partner Management))

Grow General Membership – Add 4 Partner Programs

2025 TSANet Connect Roadmap

	Q1	Q2	Q3	Q4

Core

- Update WebApp based on Member Feedback
- Oauth 2.0
- Secure File Transfer
- Pilot AI Use Cases
- Pilot Partner Alliance Manager Features

Apps

- Update Salesforce Managed package based on Member feedback (Target 10 Members Live)
- Add to App Exchange
- MS Power App Beta
- Power App <–> Dynamics
- Power App <–> MS Teams
- Power App <–> Updates based on Member Feedback
- JavaScipt App

Integrations

- NetApp Inbound
- Cisco Outbound
- Other Elite Members (Scope for 2 Integrations)

Improve Usage

❑ Identify Usage Champion with Elite and Premium Members

❑ Public Training Sessions

❑ Member Specific Training Sessions (Elite)

❑ AI Pilot to Identify Collaboration Opportunities

❑ Promote Usage – Highlight successful collaborations

❑ Promote Integration (Case study IBM ⟵⟶ Red Hat)

Update Legal Framework

❑ License Agreement → Service Agreement

❑ Simplify Code of Conduct / Addendums

❑ Add Service Level Agreement (Uptime and Support Response)

❑ Add Data Transfer Agreement - Input form Hyperscalers

❑ Technology Alliance Agreement Template

Regional Focus Groups & Webinars

General Members

❑ Attend one or more Regional Focus Groups

❑ In-person or Remote Attendance

❑ Sessions for Partner Alliance Managers

Limited Members

❑ TSANet and Guest Webinars

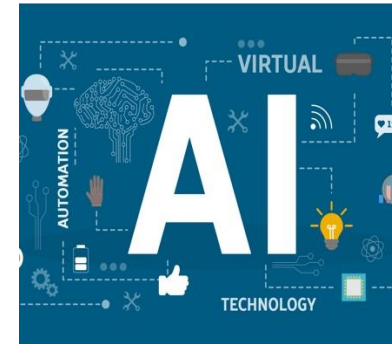❑ Remote - By invitation to Regional Sessions

Regional Focus Groups

Research and Best Practices

Support and Success

❑ Guest Webinars – Top Topics

❑ AI Use Cases (Pilot)

❑ Case Studies – TSANet Connect 2.0

Technology Partner Management

❑ Technology Partner Alliance Best Practices

❑ Strategic Partner Best Practices

Alliance Partner

Technology Partner Programs

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Support model documented for Customers and Partners with TSANet collaborative support commitment

Strategic Partner

OEM, Solution Support

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Membership

General Membership

❑ Grow to 83 Members

❑ Focus on Elite Members / Partner Programs

❑ Limited Member Upgrade Program

Partner Programs

❑ Add 4 Partner Programs (50+ Partners)

❑ Strategic Partner Case Study

Reach 1000 Member Milestone

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Your Organization - Get Involved!

1. Serve on Board of Directors – Contact Paul

2. Serve on a Committee – Contact Paul

3. Join a Regional Focus Group

   - North America - Contact paul@tsanet.org
   - EMEA – Contact rainer@tsanet.org
   - India - Contact rainer@tsanet.org
   - ANZ/Asia – Contact paul@tsanet.org
   - Japan - Contact paul@tsanet.org

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