



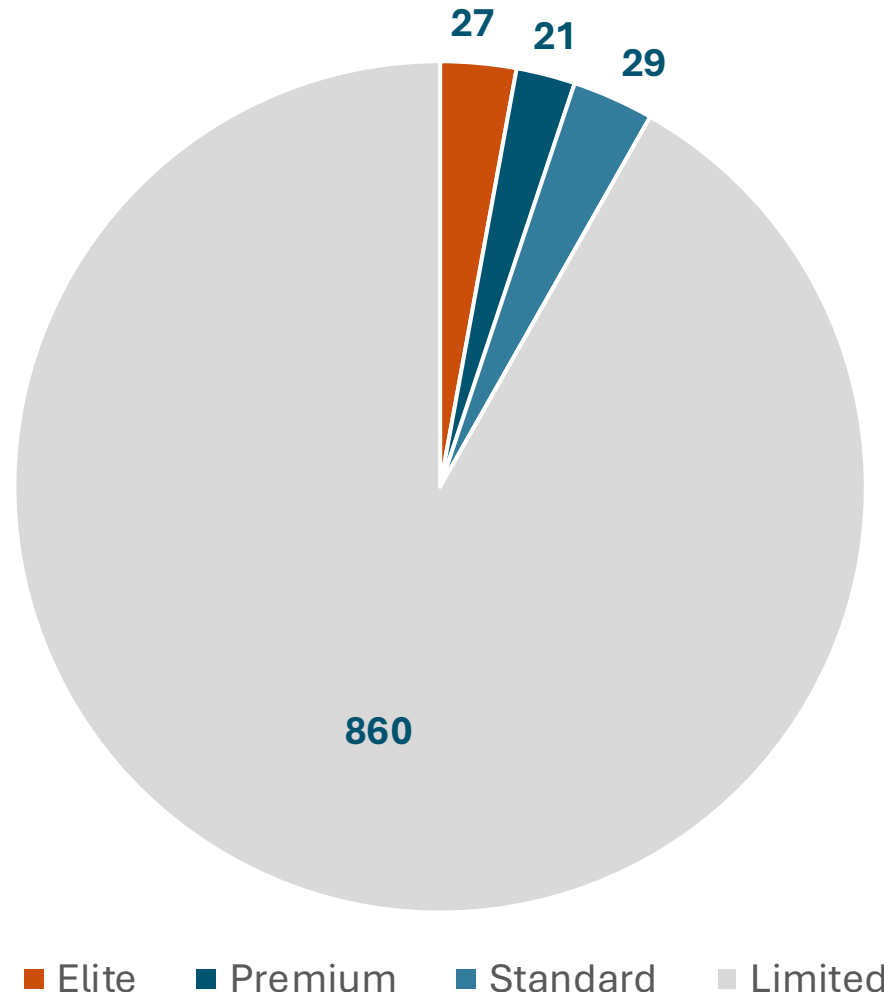
December 2025 Update

# Technology Support Alliance Network

TSANet is a not-for-profit global alliance with over 900 companies collaborating to enhance their shared customers' experiences.



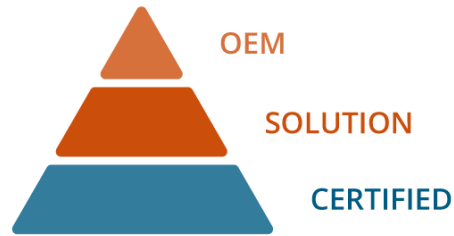
# 2025 EOY Membership = 937 Members






- Plan continued growth with General Membership in 2026 – Connect integration key for Elite Members
- Large Limited Member Group – 2026 Upgrade potential
- Overall growth comes from Elite Members with Partner Programs

# Member Benefits

## Technology Partner Framework






### Technology Partner Success:

-  Best Practices
-  Partner Management
-  Legal Framework

## Partner Collaboration Platform






### Collaborate Online to Improve:

-  Customer Experience
-  Partner Relationships
-  Employee Satisfaction

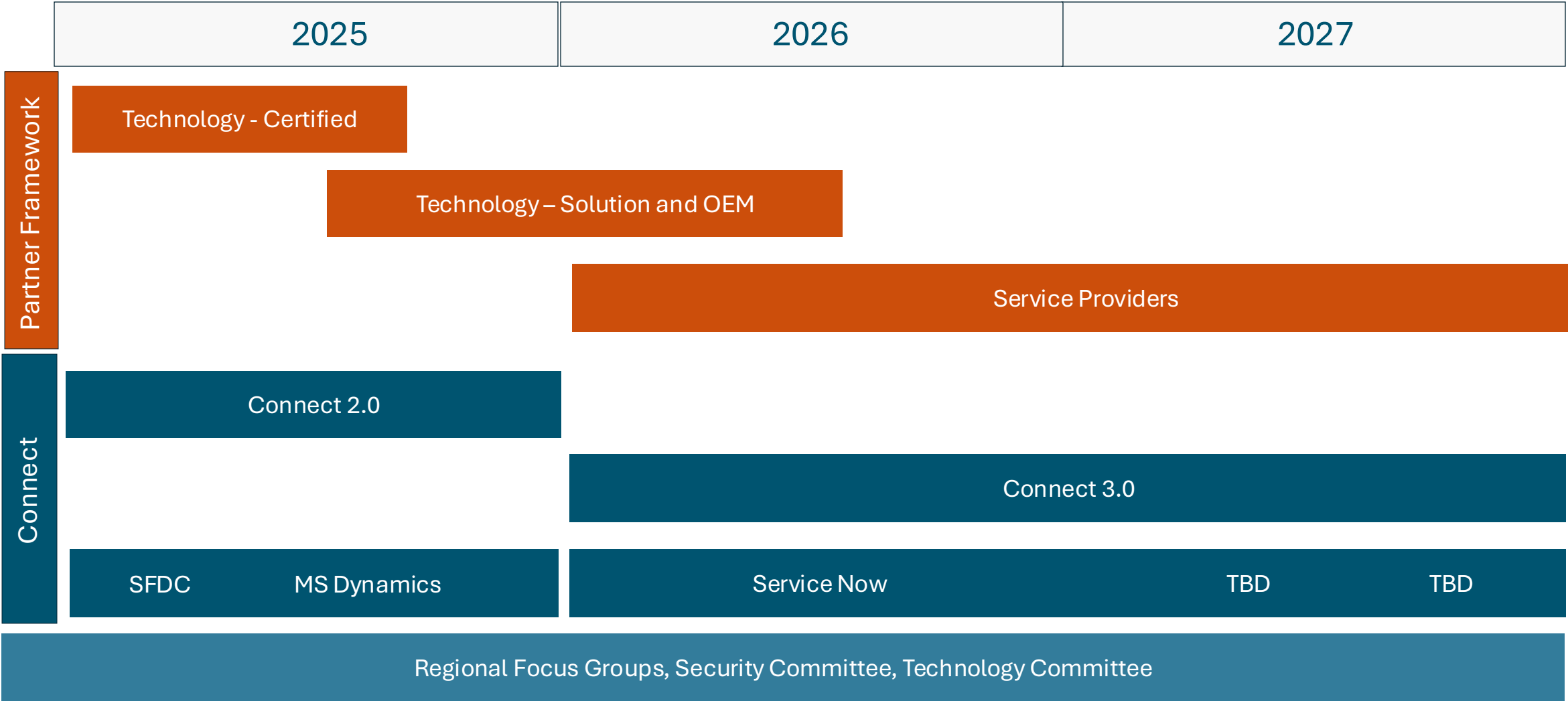
## TSANet Community



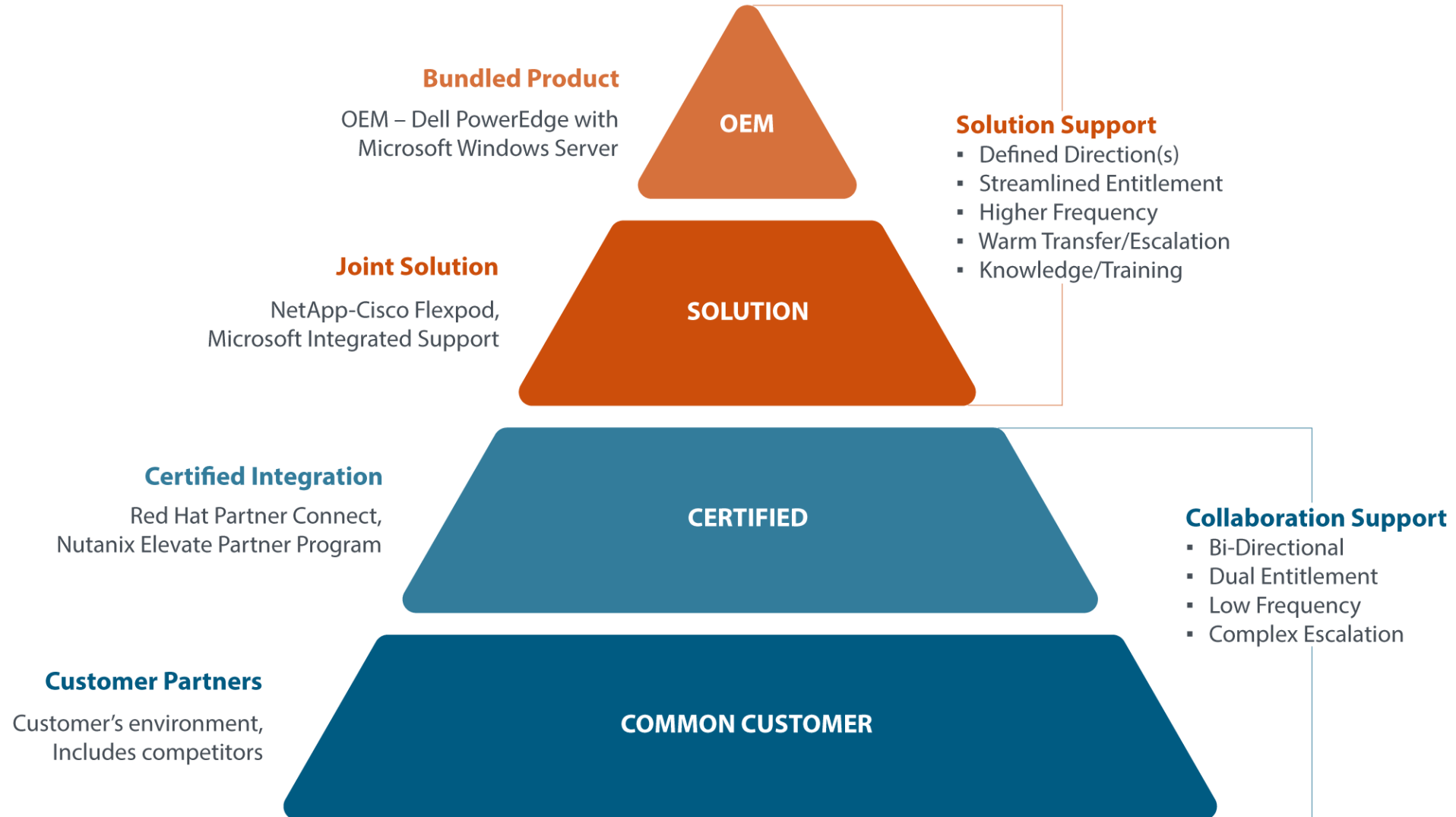
### Join a Regional Focus Group to:

-  Network with Industry Peers
-  Improve Support Processes
-  Improve Partner Management

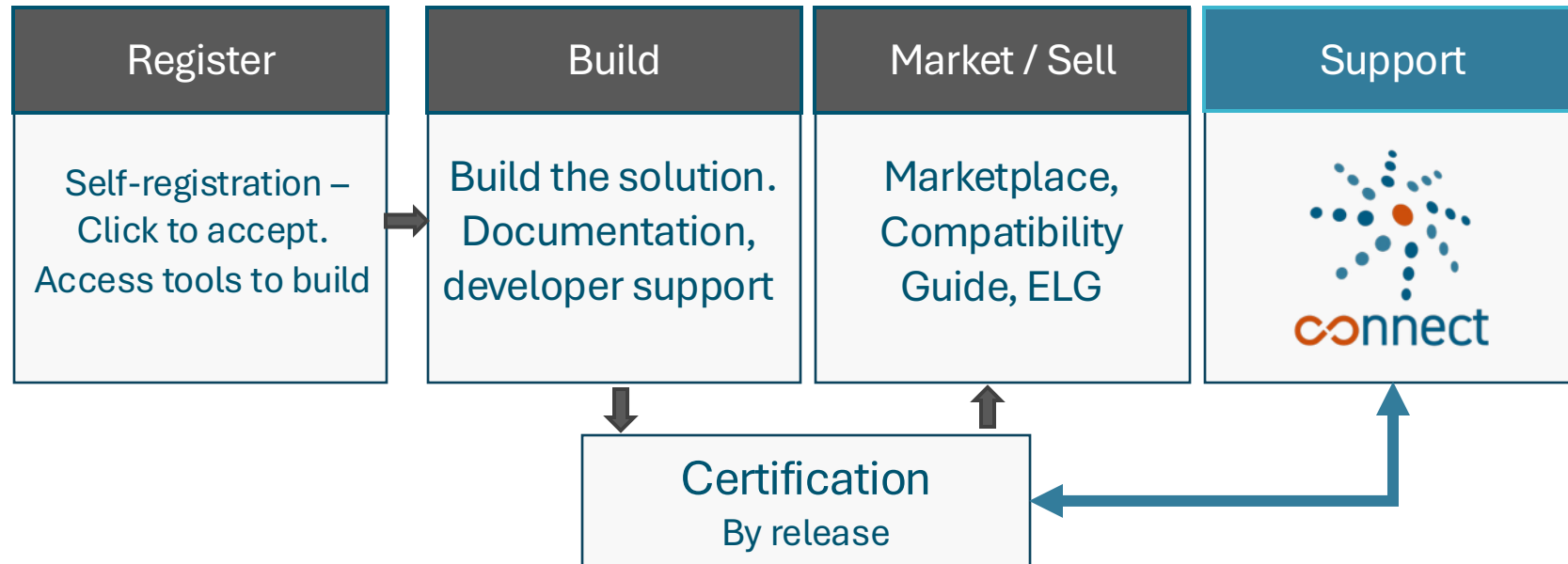
# TSANet Strategy



# Technology Partner Framework



# Certified Partner



“Allows Sales teams to sell with confidence and Support teams to provide support with confidence”

# Collaborative Support Process



**1** Your team is working a customer issue that requires assistance from another Member

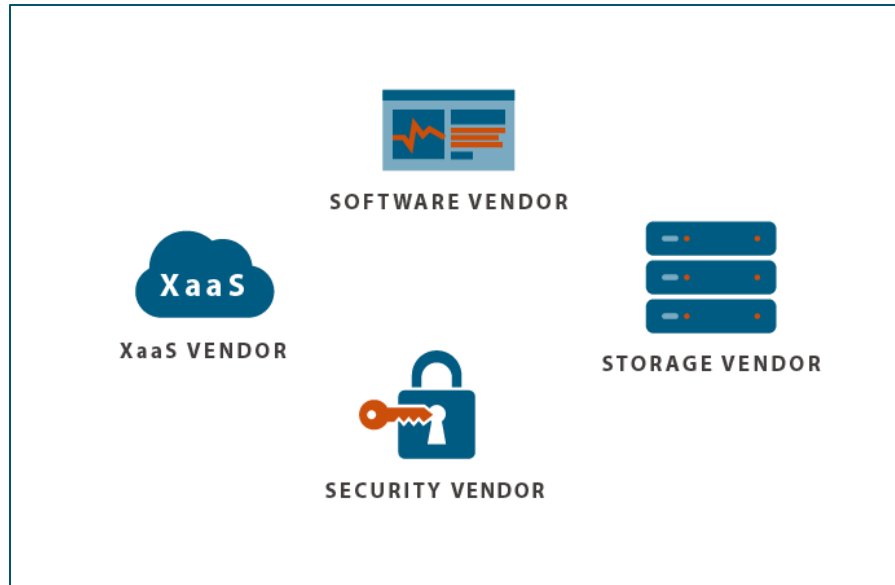
**2** Your team uses TSANet Connect to directly engage and collaborate

**3** Members work together to resolve the issue resulting in a great customer experience

Standard Process, Dual Entitlement, Complex Issues



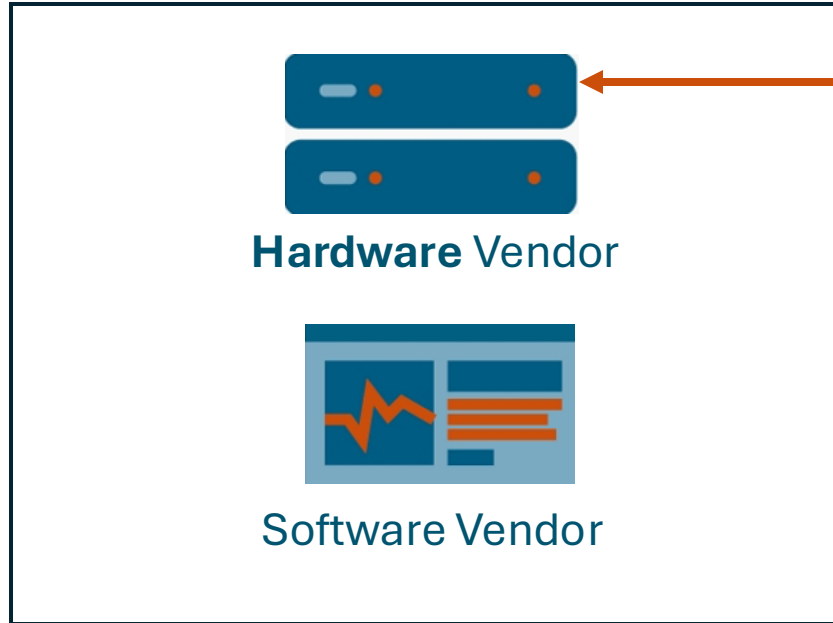
# Solution Support Process



- ❑ Partner Group – 2 or more Partners
- ❑ Process Form – Data sent for the request
- ❑ Department – Links Group and Process

- Streamlined Entitlement – Exception process designed for customer experience
- Custom SLA can be defined for the Group
- Flexible process(s)
  - **Warm Transfer:** Request Hardware Replacement
  - **Joint Troubleshooting:** Feature A is not working
  - **Critical Escalation:** Customer down
- Knowledge (Future AI Connect)

# OEM Support Process



- ❑ Partner Group – 2 or more Partners
- ❑ Process Form – Data sent for the request
- ❑ Department – Links Group and Process

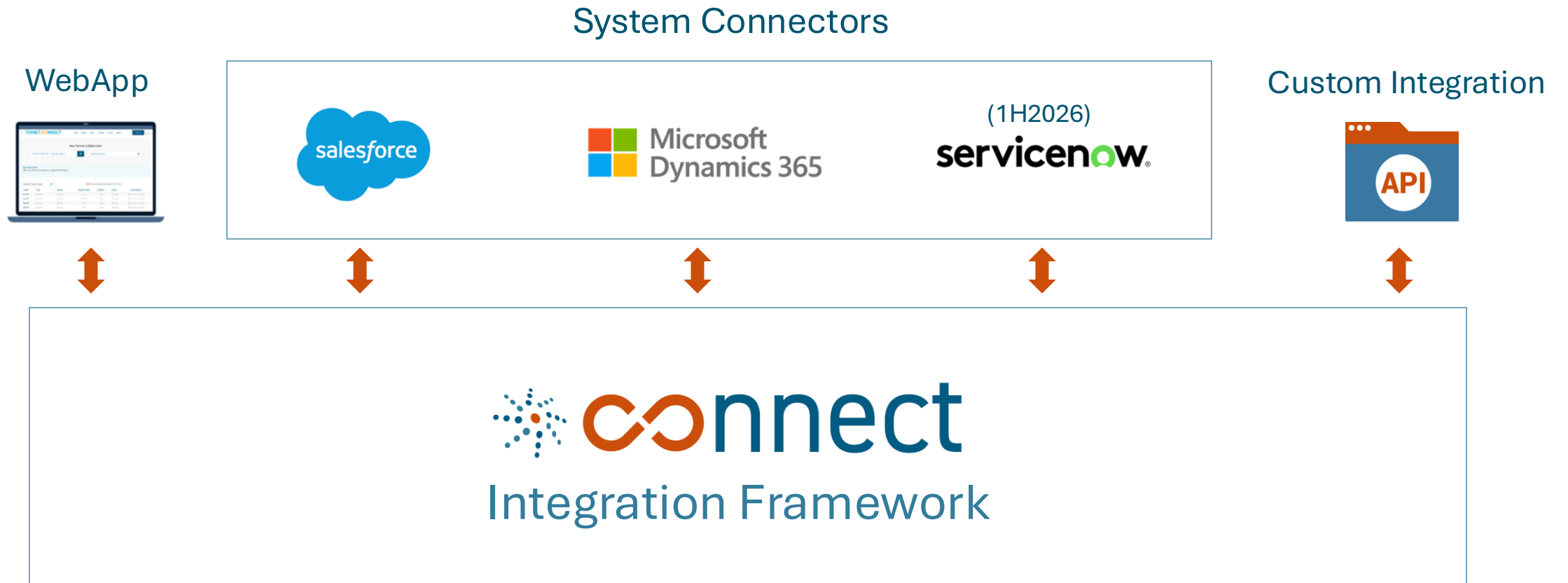
- Customer contacts **Lead Vendor (A)**
- Lead Vendor Escalates as needed to Vendor (B)
- Flexible processes
  - **Warm Transfer:** Request Hardware Replacement
  - **Technical Support:** Escalate Technical issues with standard process (To Support or Engineering)
  - **Critical Escalation:** Customer down
- Knowledge, Training, Product Feedback

# TSANet Connect Overview

- ❑ Bi-directional Create and Update
- ❑ Notes and Attachments
- ❑ SLA monitoring and Escalation Management
- ❑ WebApp, TSANet Connectors, Custom API integration
- ❑ Secure method (ISO27001, ISO27701 and Microsoft SSPA certifications)

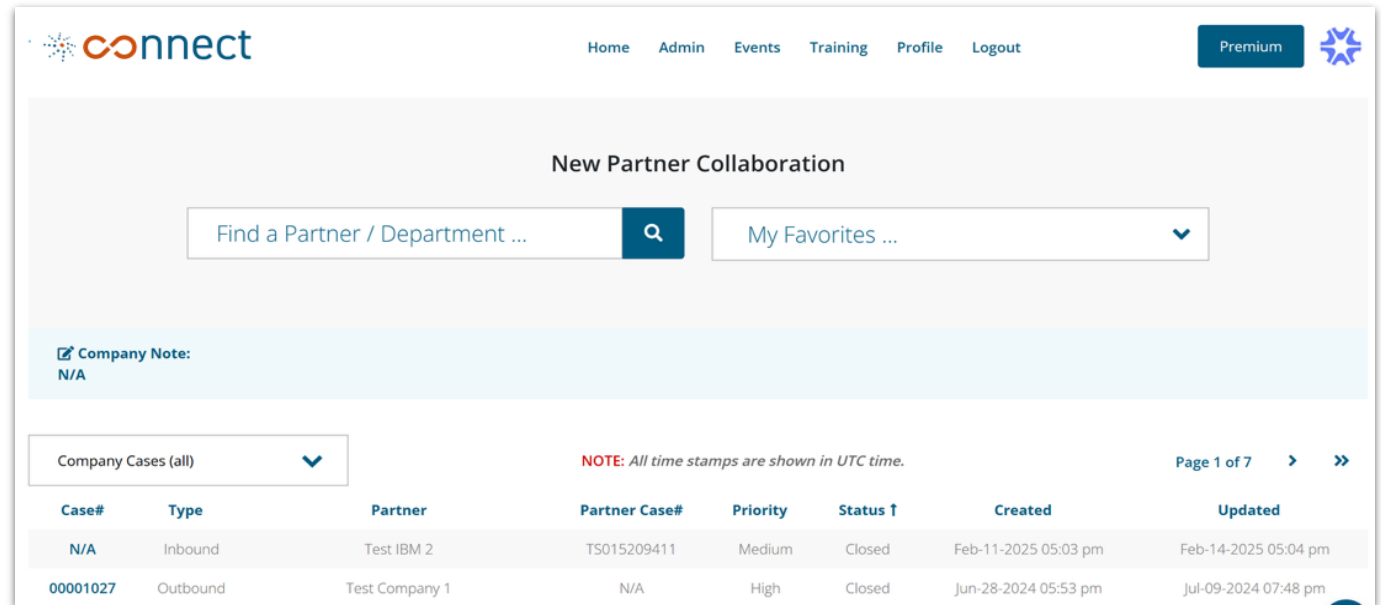


# TSANet Connect - Current State



# WebApp

- ❑ Full functionality (Create, update, notes, and attachments)
- ❑ Email notifications to users and defined alias
- ❑ Admin features
- ❑ SAML Single Sign-on Available



The screenshot displays the 'connect' WebApp interface. At the top, there is a navigation bar with links for Home, Admin, Events, Training, Profile, and Logout, along with a Premium button and a settings icon. The main heading is 'New Partner Collaboration'. Below this, there is a search bar labeled 'Find a Partner / Department ...' and a dropdown menu labeled 'My Favorites ...'. A light blue box contains a 'Company Note' which is 'N/A'. Below this, there is a table titled 'Company Cases (all)' with a dropdown arrow. The table has columns for Case#, Type, Partner, Partner Case#, Priority, Status, Created, and Updated. A note above the table states: 'NOTE: All time stamps are shown in UTC time.' The table contains two rows of data.

Case#	Type	Partner	Partner Case#	Priority	Status ↑	Created	Updated
N/A	Inbound	Test IBM 2	TS015209411	Medium	Closed	Feb-11-2025 05:03 pm	Feb-14-2025 05:04 pm
00001027	Outbound	Test Company 1	N/A	High	Closed	Jun-28-2024 05:53 pm	Jul-09-2024 07:48 pm



# Connector



## Managed Package



### Custom Object

- ☐ TSANet Case
- ☐ Responses
- ☐ Notes / Attachments



### UI Elements

- ☐ LWC (default)
- ☐ List
- ☐ Actions
- ☐ Flows



The screenshot displays the Salesforce Service Console interface for a 'New Test case - Production hotfix...' record. The record details are as follows:

Field	Value
Member	Test Member
Contact	Testing
Email	test@test.com
Status	ACCEPTED

The feed section shows a 'Most Recent Activity' section with 'All Updates' selected. The right sidebar contains sections for Open Activities, Activity History, Case Comments, Attachments, and Case History.

## Dynamics Solution



### TSANet Dataverse

- ☐ TSANet Case
- ☐ Responses
- ☐ Notes / Attachments



### Dynamics UI

- ☐ Links to Case
- ☐ Timeline updates
- ☐ Flows



**Dynamics 365 | Customer Service workspace**

Home | Inbox | A Mineral Build Up in Wat... X

Save | Save & Close | Save & Route | Refresh | New | Resolve Case | Cancel Case | Assign | Add to Queue | Share

**A Mineral Build Up in Water Supply** - Saved  
Case - Case for Multisession experience

CAS-47732-V4V6K6 | Email Origin | 1/24/2025 11:03 PM | Paul Esch Owner

Summary | Details | Attachments | Related

**Due and Overdue Activities**

Activities 2 overdue

**Case Details:**

- Case Title: A Mineral Build Up in W...
- Customer: Claudia Mazzant
- Contact: ---
- Subject: Water supply
- Priority: Normal
- Case Status: In Progress
- Product: Smart Brew 300
- Description: ---

**Active TSA Net Cases**

Created On	ID	Direction	Status Rea...	Submitter Case ...	Company Na...
1/30/2025 5:5...	3063	Outbound	Accepted	CAS-47732-V4V6K6	Demo - VMware

Rows: 1

**Timeline**

Search timeline

Enter a note...

**Highlights**

Recent

Modified on: 1/27/2025 9:48 PM

**Copilot**

Get AI-powered help with solving customer issues.

Ask a question | Write an email

Clear chat

Searching How to clean the water tank of Smart Brew 300?

How to clean the water tank of Smart Brew 300?

There are no relevant resources configured to help with this question. You could rephrase and try again.

Details for tech support

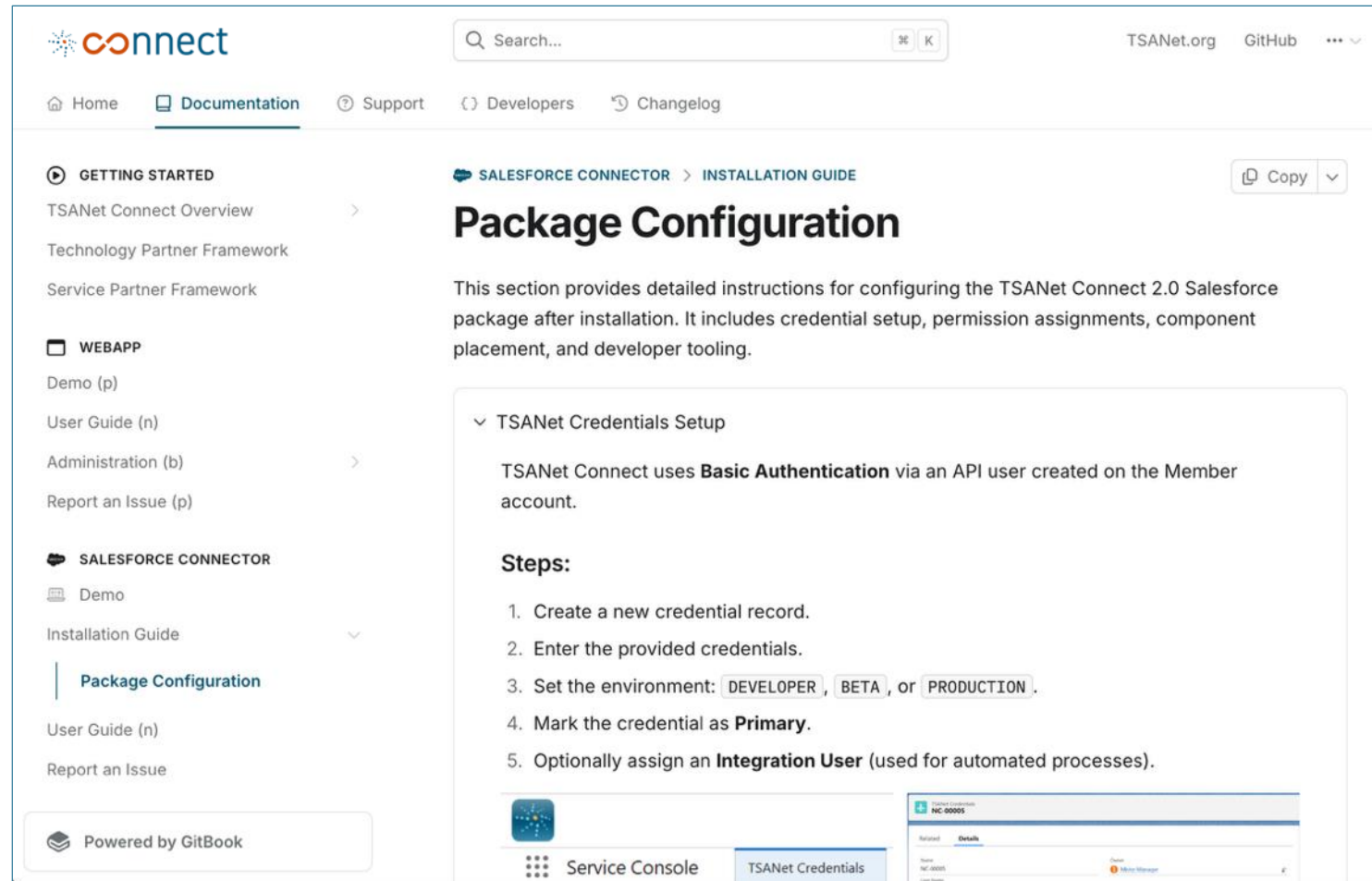
1 of 15

View prompts

Try again

# TSANet Connect Documentation

<https://tsanet.gitbook.io/connect>



The screenshot shows the TSANet Connect documentation interface. The top navigation bar includes the 'connect' logo, a search bar, and links to 'TSANet.org' and 'GitHub'. Below this is a secondary navigation bar with links to 'Home', 'Documentation' (which is highlighted), 'Support', 'Developers', and 'Changelog'. The left sidebar contains a 'GETTING STARTED' section with links to 'TSANet Connect Overview', 'Technology Partner Framework', and 'Service Partner Framework'. It also has a 'WEBAPP' section with links to 'Demo (p)', 'User Guide (n)', 'Administration (b)', and 'Report an Issue (p)'. The 'SALESFORCE CONNECTOR' section is expanded, showing links to 'Demo', 'Installation Guide', and 'Package Configuration' (which is highlighted). The main content area is titled 'SALESFORCE CONNECTOR > INSTALLATION GUIDE' and features a 'Copy' button. The main heading is 'Package Configuration'. Below this, a paragraph states: 'This section provides detailed instructions for configuring the TSANet Connect 2.0 Salesforce package after installation. It includes credential setup, permission assignments, component placement, and developer tooling.' A section titled 'TSANet Credentials Setup' explains that 'TSANet Connect uses Basic Authentication via an API user created on the Member account.' It then lists five steps: 1. Create a new credential record. 2. Enter the provided credentials. 3. Set the environment: DEVELOPER, BETA, or PRODUCTION. 4. Mark the credential as Primary. 5. Optionally assign an Integration User (used for automated processes). At the bottom, there are two preview images: one of the 'Service Console' and another of the 'TSANet Credentials' setup form.

□ Documentation for WebApp & System Connectors

□ Developer - API

□ Support and Changelog



# Regional Focus Groups



- ☐ The objective of these groups is to define common challenges for technical support organizations and work together on solutions.
- ☐ The group also provides input on reviewing and influencing TSANet's strategy.
- ☐ Each region defines meeting frequency and agenda



2026 Plans

# 2026 Plan – Member Benefits

	1H 2026	2H 2026
Connect	Connect 3.0 Development	
	Connect 3.0 requirements – Technology Committee	
	Service Now Connector + Select custom integrations	Roadmap future Connectors and Integrations
Partner Framework	Technology – Solution, and OEM (Implement & enhance)	Technology – Connect Features for Partner Managers
	Service Providers – Early Access (Learn)	Service Providers – Build, Partner
	New Limited Member Process and Policy	Best Practices Documents & Case Studies
	Regional Focus Groups, Security Committee, <b>Technology Committee</b>	

# TSANet Connect - 2026

1H2026	2H2026
<ol style="list-style-type: none"><li>1. Start Connect 3.0 Development</li><li>2. Build Service Now Connector</li><li>3. Select Custom Integrations (Oracle, TBD)</li><li>4. Work with the Technology Committee to define 3.0 features/roadmap</li></ol>	<ol style="list-style-type: none"><li>1. Develop Connect 3.0 features (AI Use cases, Service Provider, and Partner Mgt Features)</li><li>2. Roadmap future Connector Development and integrations</li><li>3. Operations Improvements – Phase 2</li></ol>
Continue to integrate Elite Members	

# Partner Framework - 2026

1H2026	2H2026
<ol style="list-style-type: none"><li>1. Implement Solution and OEM support models with Elite Members</li><li>2. Start early access for Service Providers</li><li>3. Define and implement new Limited Member Policy</li></ol>	<ol style="list-style-type: none"><li>1. Build features for Partner Managers</li><li>2. Build a Service Provider offering based on early access feedback</li><li>3. Add Best Practices and Case Studies</li></ol>
Continue to add Certified Partner Programs	

# Community

## Focus Groups

1. Regional focus group meetings
2. Include TSANet Connect Training sessions
3. Explore Partnering Opportunities for events

## Committees

1. Update Security Committee (Integrated Members)
2. Put in place TSANet Connect 3.0 Technology Committee to define requirements.

Contact [paul@tsanet.org](mailto:paul@tsanet.org) if you would like to be involved.

Visit - [tsanet.org](https://tsanet.org)