

TSANet Strategy Member Update 2017



Agenda

- New TSANet Strategy
- Member Web Update
- Case Exchange Update
- Solution Support Update
- Get involved – Fall Strategy Day

Our members say continue to...

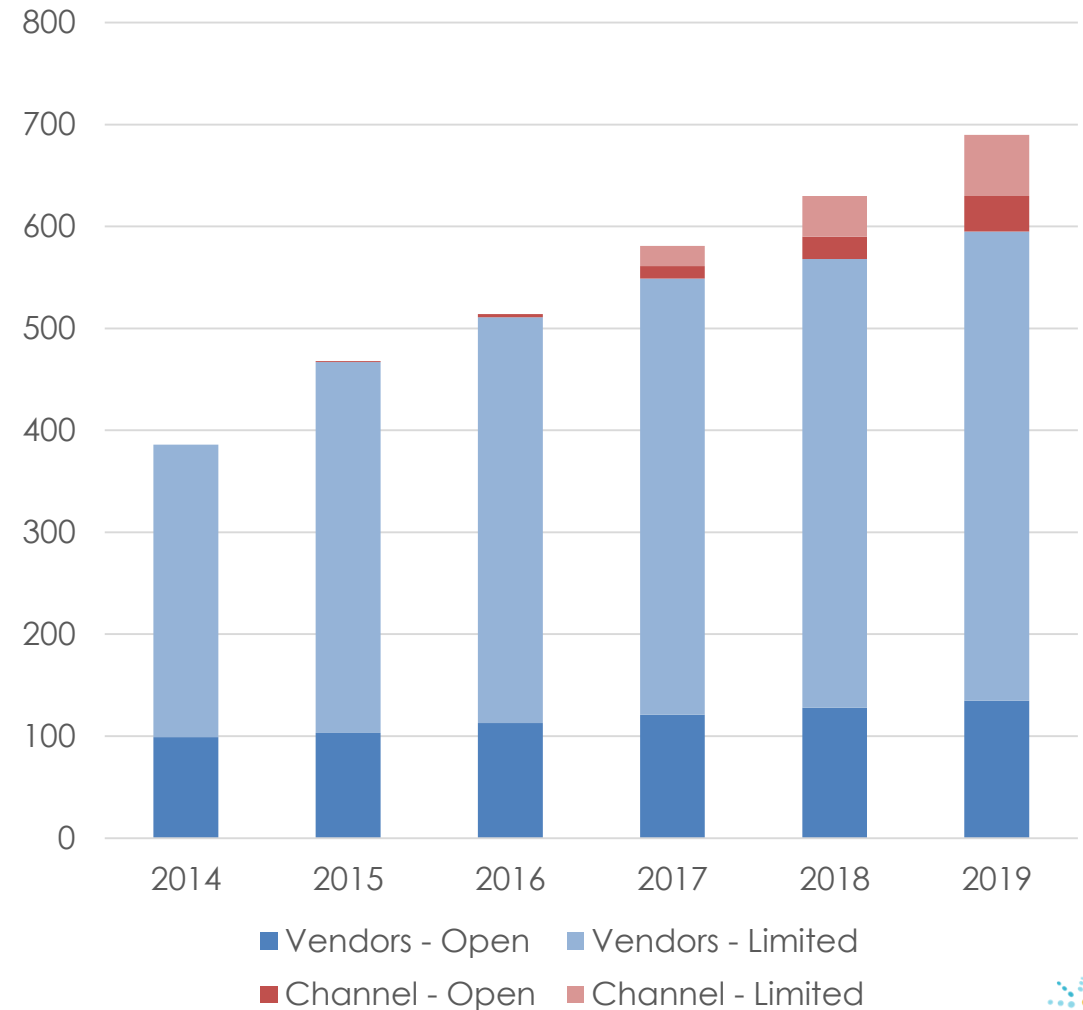
1. Add More **Vendor and Channel Members**
2. Improve how **Members Collaborate**
3. Expand to provide **Solution Support**



TSANet has the **Relationships, Tools and Processes** needed to enable **Solution Support**

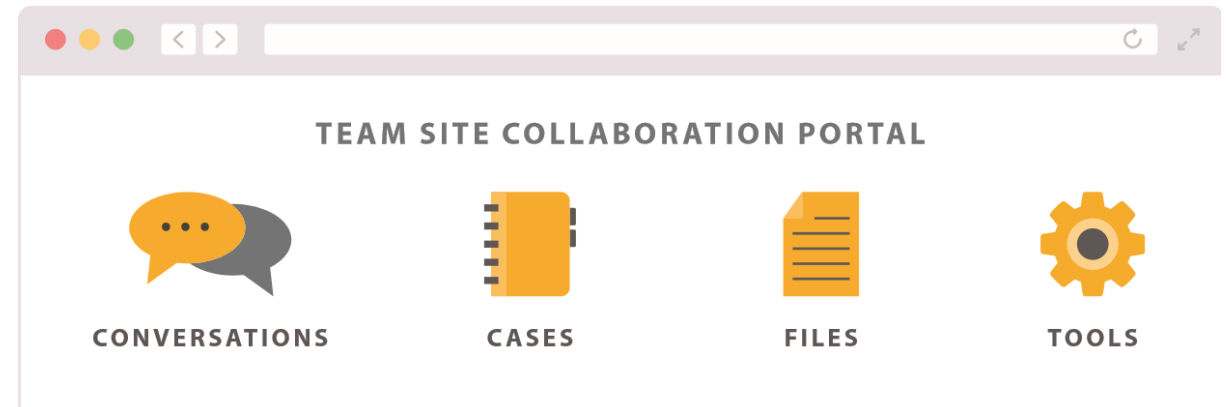
Grow Membership to include the Channel

- ❑ Grow Vendors with new **Technology Partner** Programs
- ❑ Grow Channel with new **Channel Partner** programs
- ❑ Retain members by focusing on **Adoption**



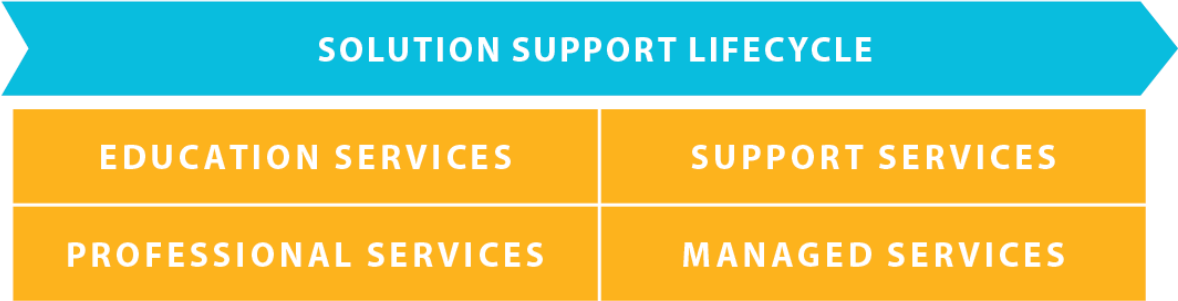
Improve how Members collaborate

- ❑ Deploy **Case Exchange** to Members
- ❑ Provide an enhanced **Collaboration Platform** for Custom Groups
- ❑ Provide flexible model for Members to **Create Microsites** for various use cases (Projects, Common Customer, Solutions)



Provide framework for “Solution Support”

- ❑ Create a best practice **Solution Support Framework** (Legal & Operational)
- ❑ Create **ready to use offering** for the most common use cases
- ❑ Offer features and value for the solution lifecycle **Design, Deploy and Support**
- ❑ Offer features and value for the entire **Services** organization



Strategy Roadmap – High Level

2017

Membership & Marketing

- ✓ Add more Technology and Channel Partner programs
- ✓ Create new brochure and banner for Solution Support
- ✓ Improve Member adoption

Offering & Operations

- ✓ Continue to Deploy Case Exchange and improve based on Member feedback
- ✓ Work with Vendors to pilot next generation solution support
- ✓ Pilot next generation collaboration platform

2018

Membership & Marketing

- ✓ Add more Technology and Channel Partner programs
- ✓ Add more Channel Members
- ✓ Improve Member adoption
- ✓ Public Website refresh

Offering & Operations

Create and deploy next generation collaboration platform

Create and deploy Solution Support Framework

2019

Membership & Marketing

- ✓ Add Solution Support programs (Vendor and Channel mix)
- ✓ Add more Channel Members
- ✓ Improve Member adoption of solution support offering

Offering & Operations

Member Web Update

Member Web 2017 Plans

May 2017

- Test new login methods to replace group login
- Improve flexibility for relationships – Major change
- Allow for microsites to be created outside of custom group

Oct 2017

- Changes to “routing wizard” and “Internal Notes” text
- Improved Search – Includes Departments
- “Request Login” and “Group Login” improvements
- My Partners View (How others see me)

Case Exchange Update

Deployments Status

Company	Method	Connected To
Action	Salesforce	All members
Aptare	Salesforce	All members
Canonical	Web	All members
Plantronics	Salesforce	All members
Puppet Labs	Web	All members
Red Hat	Salesforce	All members
Unisys	Web	Red Hat only
Datalink	Web	All members
IBM	Web	All members
Netmotion Software	Salesforce	All members
DataCore	Web	All members
Juniper Networks	Web	Red Hat only
Lenovo	Salesforce	IBM, Datacore
Nexenta	Salesforce	All members
Nuage	Web	Red Hat only
ZeRTO Ltd.	Web	All members
Crunchy Data	Web	Red Hat

- ❑ **Pipeline:** 20 other Leads including 6 in testing phase
- ❑ **Top Users:** Red Hat and IBM

Deployment Plans - 2017

End of year target of 30 Members in production

1. Possible but will be a challenge
2. Will try to pick up one more “high use” member as we made the most progress when IBM started to use

Focus on top users for feedback

1. Make changes as needed to maintain momentum
2. Work to pull in the companies they work with (also includes limited members)

Continue to understand “Will not use” members

1. Get clarity on why members will not use and review at Fall Strategy Day

Case Exchange System Plans - 2017

CRM Connectors

1. New Salesforce connector available (working to get everyone to upgrade)
2. NetSuite and Microsoft dynamics connectors available but no member live
3. Two members (CloudBees, Pivotal) requested Zendesk but will wait until more feedback

Web Interface

1. Made changes for IBM (Email template modification and Contact Document modification)
2. Plan to review with IBM and add any critical changes needed (Example multiple department view)

Create a Technology Committee

Scope

- Develop common approach to collaboration and system integration
- Guide direction of future technology investments

Members

- Committee Chairperson: Symantec: Kenny Bunnell
- Other members: (Cisco, Microsoft, Red Hat, IBM, Dell EMC, VMWare, NetApp)

Solution Support

Status & Next Steps



Team Microsite

Conversations



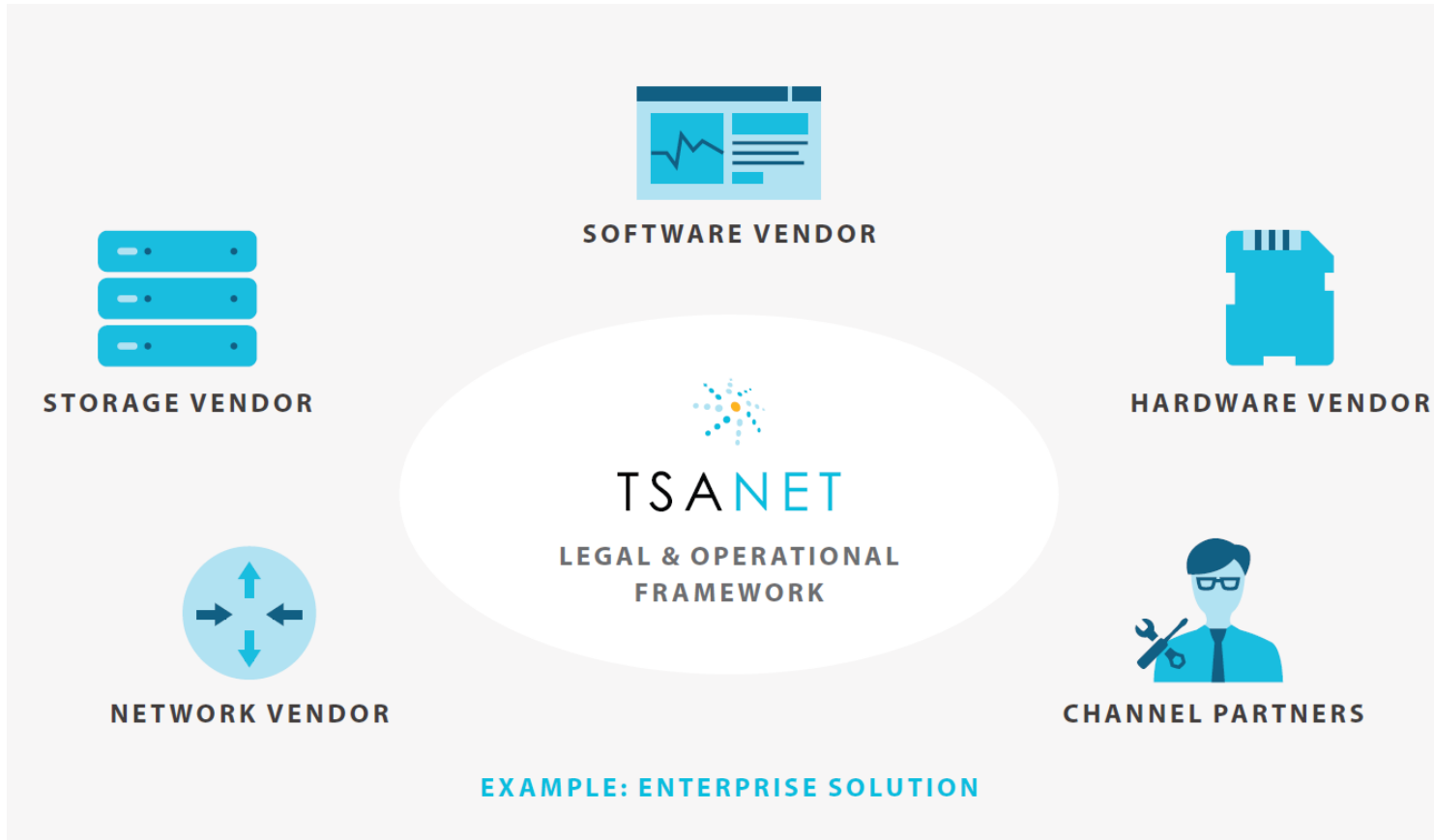
Cases



Files



What is Solution Support



- ❑ Customers are looking for technology solutions that solve a specific business problem
- ❑ Solutions are created by a Vendor or Channel (Value added Reseller)
- ❑ To accomplish this Partners must design both the solution and the support model

TSANet Future State



TSANet Core (Common)

Contact Document

1. Common Customer Rule
2. Member option to Use Case Exchange for inbound or define manual contact method. Case Exchange can also be used to collaborate with members that do not use it. (See user experience in next slide)

Simple Event Based Collaboration

AND



TSANet Team Site

Conversations



Cases



Files



1. Solution Support with defined list of members (Custom Ecosystem)
2. Rules defined by member(s) – Leverage TSANet best practices
3. Group defines features used

Solution Support Lifecycle

High level Plan

2017 – Learn

1. Identify one or more pilots
2. Identify technology solutions that could be used (For enhanced collaboration)
3. Setup Framework to allow documenting best practices
4. Start to communicate to members / prospects

2018-2019 – Invest

1. Convert pilots to “Case Studies”
2. Define technology solutions needed and invest
3. Combine Case Studies and Technology solutions to form offerings

Solution Support Status

Identify one or more pilots

- Workshops at US Strategy Days and EMEA focus group meeting. Several leads on possible pilots but none stated yet

Identify technology solutions that could be used (For enhanced collaboration)

- At Feb strategy day presented tools overview and gathered feedback

Setup Framework and start to document best practices

- Will start with when first pilot is identified

Start to communicate to members / prospects

- Completed new Solutions support brochure and slide deck

How to get involved

Join a Strategy Day or Focus Group

1. Webinar Update (July 27th and Dec 13th 10:00am)
2. USA – **Strategy Day in San Jose, CA Oct 3rd**
3. EMEA – Join the Focus Group (Contact Rainer @ rainer@tsanet.org)
4. Australia – Join the focus Group (Contact Paul @ paul@tsanet.org)

Provide Feedback

1. This is “Member Driven” strategy
2. Contact Paul @ paul@tsanet.org or Dennis @ dennis@tsanet.org for any feedback