



North America Focus Group

Feb 2020

Agenda – Feb 26th, 2020

8:30am – 9:00am:	Breakfast
9:00am – 10:30am:	TSANet Update (Paul Esch and Dennis Smeltzer)
10:30am – noon:	Top Trends in Support (Tom Sweeny, ServiceXRG)
Noon – 1:00pm:	Lunch
1:00pm – 2:30pm:	Workshop – TSANet Member Survey Results and Next Steps
2:30pm – 4:00pm:	Empower managers to achieve strategic goals (Phil Verghis, Klever)
4:00pm – 4:30pm:	Feedback – Next Meetings

Strategy Streams...

Add More Members

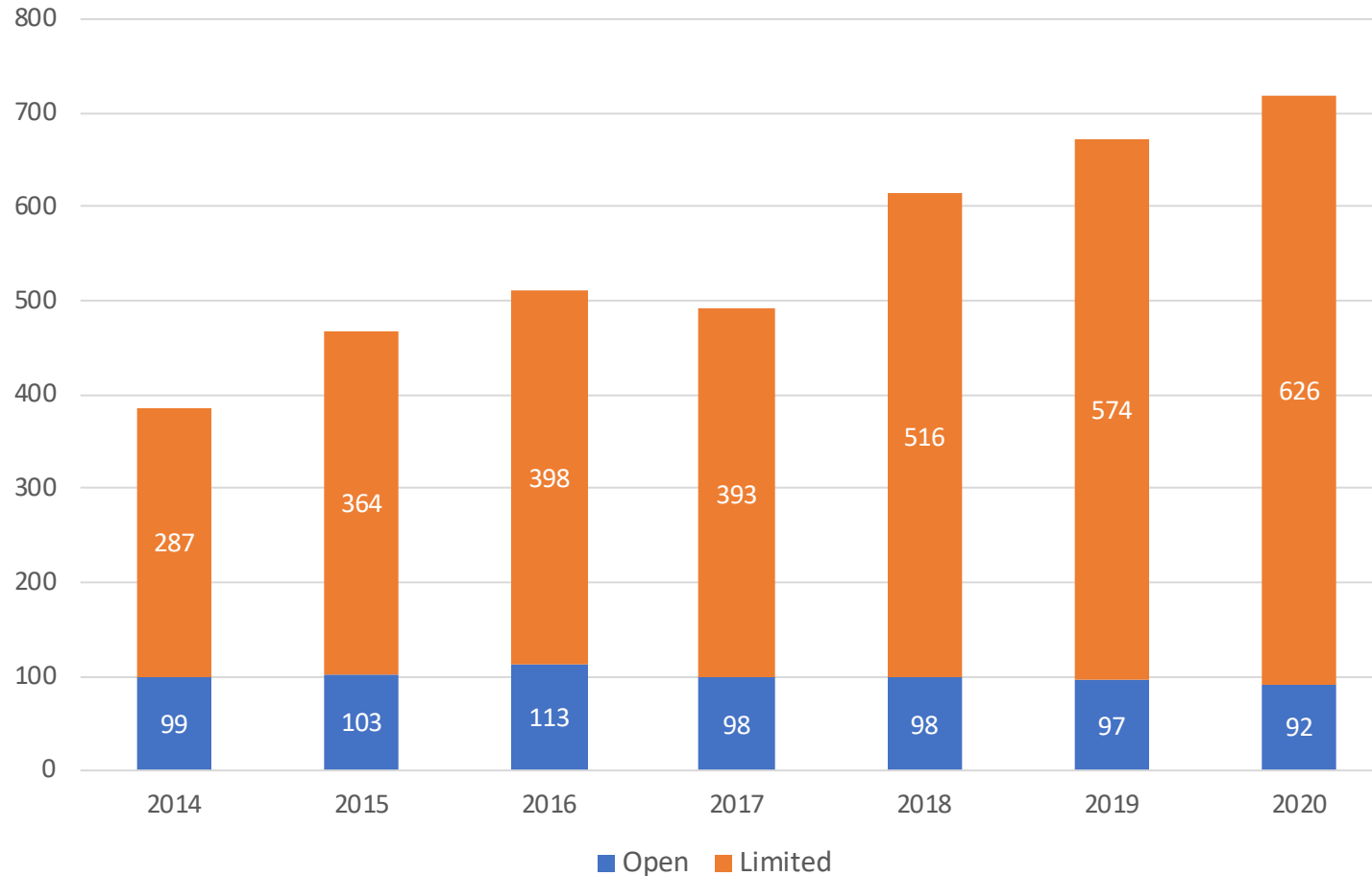
Increase TSANet Connect Usage

Expand Regional Focus Groups



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

Membership – Current State 718 Members



- ❑ Open group at 92. 10 in pipeline and expect to close 3 in 1H2020
- ❑ Limited Member continues to grow through new Partner Groups
- ❑ Member Study in 1H2020 (and [workshop in Focus Groups](#) for further feedback)
- ❑ Will form a Membership Committee in 2H2020 to make recommendations

Expand Regional Focus Groups



Opportunities to learn, network with other Members and provide feedback on the direction of TSANet.

Increase TSANet Connect Usage...

TSANet Connect is Easy to Use

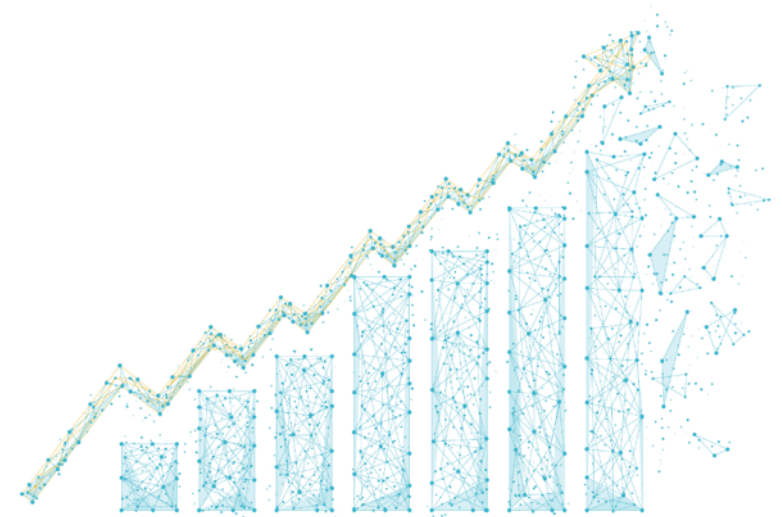
1. System Integrations, Features and improvements (2020-2021)

When searching... I find my Partner

1. See Add More Members Stream (2020-2021)

When I submit a request... I get a response

1. Work on Members with static process documents (2020)
2. TSANet operations to manage SLA exceptions (2020)
3. TSANet Connect uptime (2020)



Success drives usage

Create Partner Collaboration Case

Find a Partner / Department...



Your Favorites...



Company Notes [Edit](#)

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TSANet News

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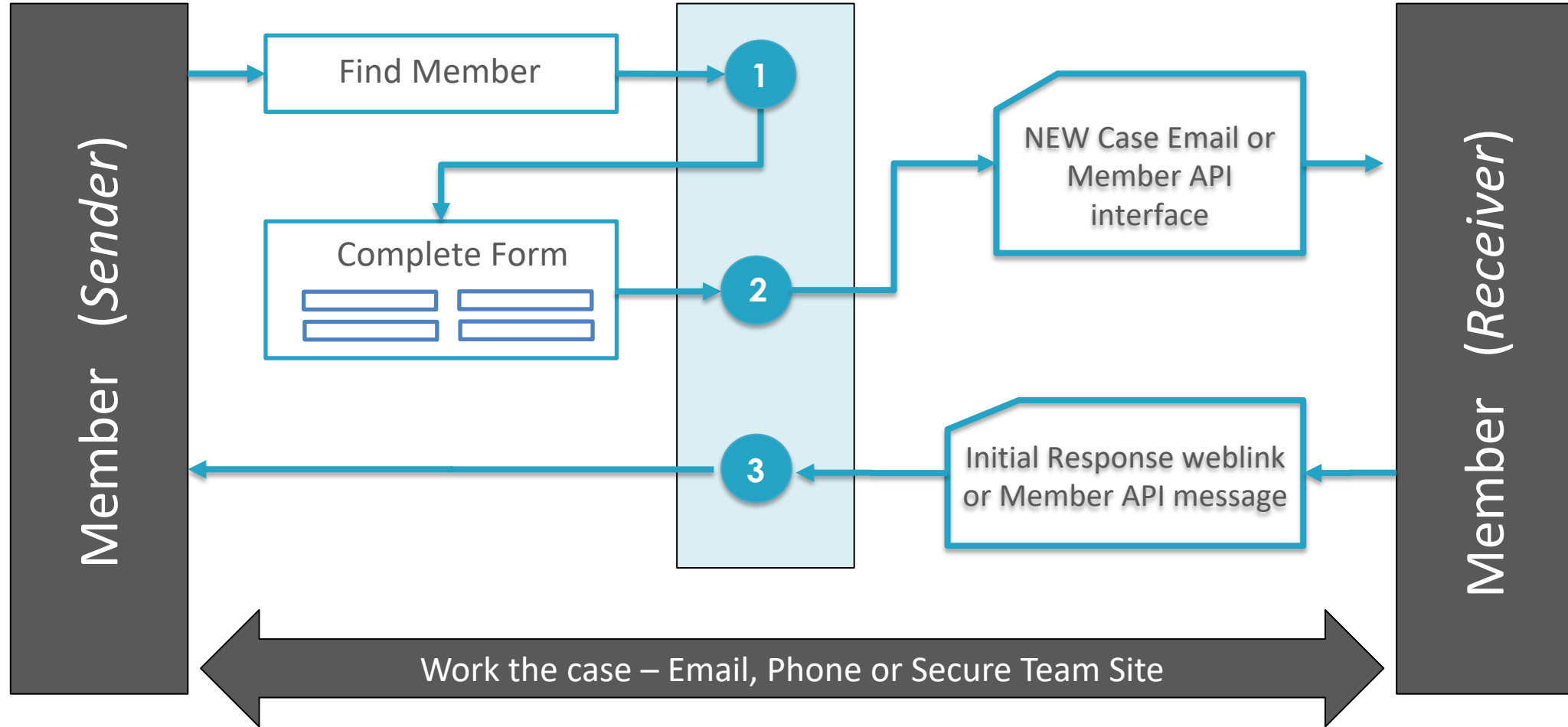
[Getting Started](#) [Legal](#) [TSANet.org](#)

A neutral site allowing all partners a single portal to create a collaboration case with other Members. Included as part of your Membership

- ❑ Simple user interface provides consistent method for creating a collaboration case with other Members
- ❑ Process includes integrated escalation management
- ❑ API first architecture allows members to integrate their systems

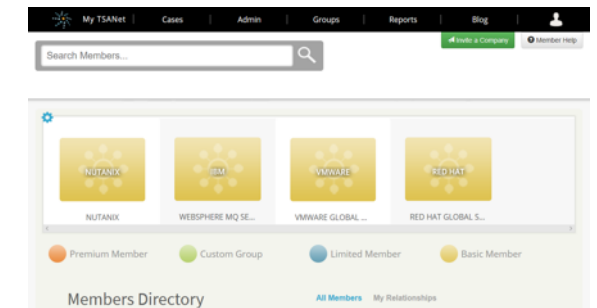
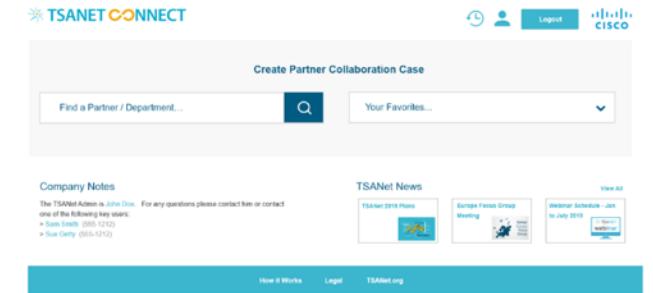


Overview of TSANet Connect Process



Member Migration Completed!

1. Old Member Web shut down on Feb 5th
2. Majority of Members on new TSANet Connect Process but some large members remain on static process documents
3. All Partner programs and Limited Members migrated. Less than 5% of Limited Members on Static documents



Migrations – What we learned

1. Members use this as an opportunity to **simplify and standardize** their inbound process(s)
2. 50% of Members added custom fields – Most common was Product Area selector or serial number for hardware vendors
3. 50% use their CRM native **Email-Case** functionality to create a case (Salesforce, Zendesk, ServiceNow...)
4. Created custom co-branded training slides and 5-minute video to **train end users**
5. New **Partner Program functionality** makes it easy to migrate and add new Partners
6. Overall positive feedback on the new system when we show it

Best Practices for your Inbound Process

Make it **easy** for Partners to use

- ☐ Limit number of Custom fields
- ☐ Keep escalation process simple

Keep it **flexible**

- ☐ This is a low volume “Escalation” process
- ☐ If any issues with a request quickly contact the other member

Start with **simple** integrations and improve over time

- ☐ Start with the Email process or simple integrations. Understand volume and actual use cases first. Best to have a small team watching inbound cases and triage
- ☐ Improve Integrations in 2020 when all Members are migrated

TSANet Connect 1H2020 Releases



Spring release improvements. Productize **Single Sign-on**, Cisco Service Grid integration, IBM Acurep integration, Several TSANet Admin fixes and improvements, Add Penetration testing



Summer release new features. Add redundant site in Europe, Improve user activity reporting, Pilot **automated initial response** for members that have implemented Email-Case in Salesforce

Priority given to features that improve usage and move key Members from static process documents

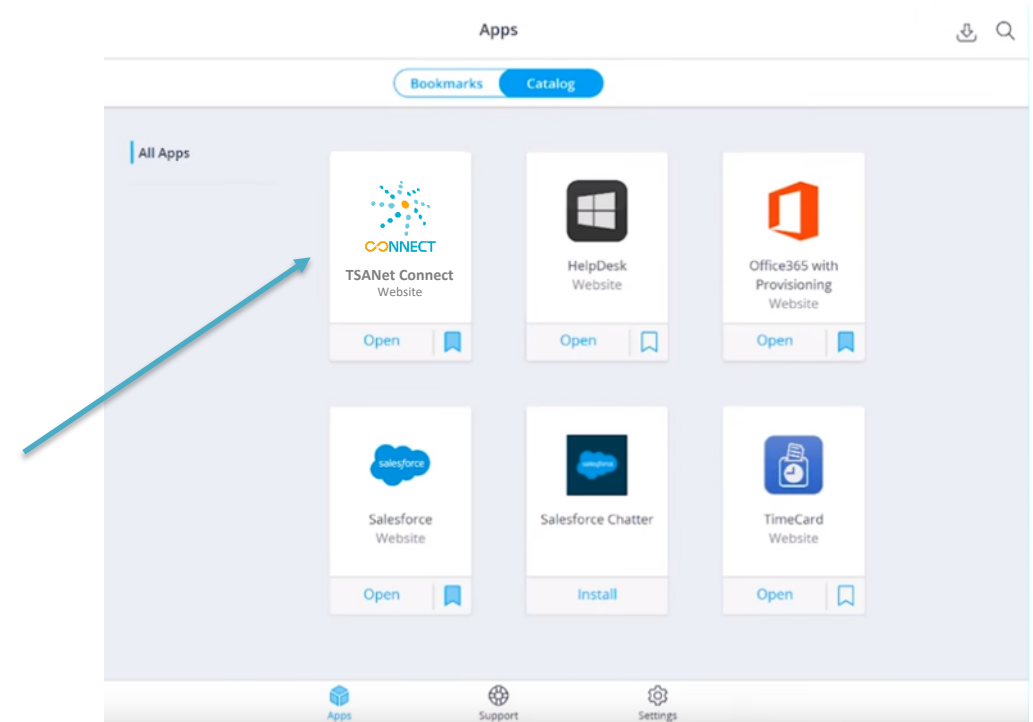
SAML 2.0 – Single Sign-on

VMware Pilot

1. Support for SAML 2.0 through VMWare Workspace One
2. Support for Just in Time and Automated user provisioning
3. Users access TSANet Connect from Workspace One

Results

1. Increase in new users (26 new users since go live)
2. Improved security and impact of user management on TSANet member admin



Remove legacy static processes

Top Members that remain on static process documents

Member	Status	Expected go live
IBM	Developing customized solution in TSANet Connect	End of March
Dell EMC	Testing	Middle of March
HPE	Testing	Middle of March
Cisco	FlexPod process live. Main process developed and ready to deploy	End of March
Microsoft	Updated static process. Need to find group willing to do TSANet Connect process	Unknown
Oracle	Static Process updated but not interested at this time to move to process method	Unknown

Note: We have a few others on static documents but the Members above are top priority



Escalation Management

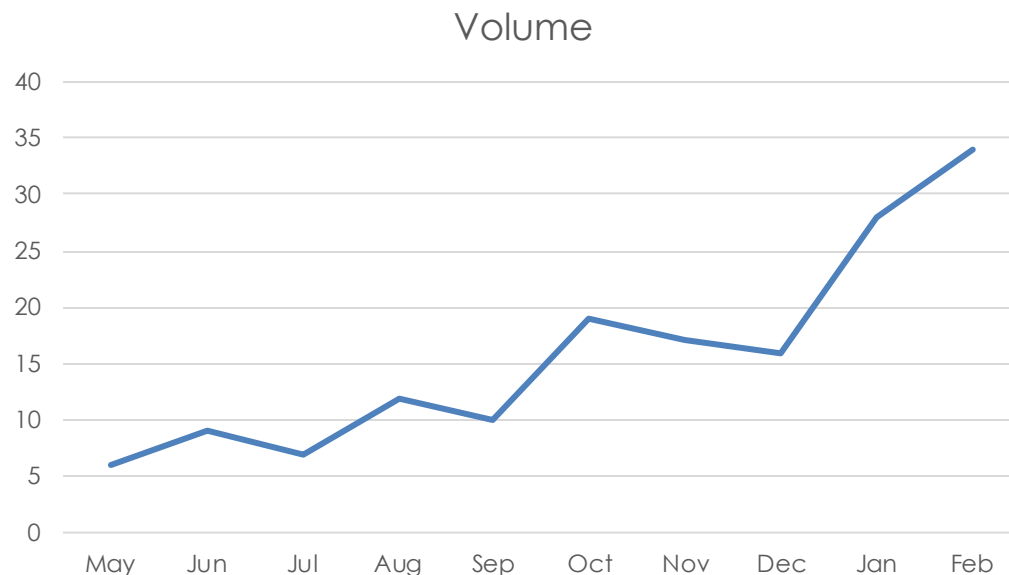
The Current Process

1. If initial response not within SLA and alert is sent
2. If after the alert the initial response is not sent TSANet gets involved

Observations

1. We have had 10% of collaboration requests result in TSANet Staff involvement
2. Most common reason is lack of process awareness inside the organization specifically with Email-Case (Start to work the case but never do the initial response)
3. Escalation instructions also could improve as many simply direct the Member to call main support number and ask for duty manager. Best practice is to do that AND have a TSANet process contact or small team that is also leveraged

TSANet Connect Usage



1. Very Low but growing volume month over month
2. Small percentage of Membership driving volume

Top Outbound Users	# of Calls	Top Inbound Users	# of Calls
Dell EMC	29	Vmware	90
Red Hat	26	NetApp	11
NetApp	26	Red Hat	11
Nutanix	15	Veeam	4
Cisco	8	Citrix Systems	4
Datrium	5	Juniper Networks	3
Datacore	5	Dell	3
Veritas	4	Nvidia	3
Cloudbees	3	IBM	3
Microsoft	3	Nutanix	3
Exagrid	3		

Limited Member Activity	# of cases
CIMCON Lighting	1
Cloudbase	1
Crunchy Data Solutions	1
Datadobi	1
Dynatrace	3
Hillstone Networks	1
HP	4
Jfrog	1
Mellanox	3
OPSWAT	1

Member Feedback

User Feedback (From post use feedback survey)

1. We have had 10 survey responses
2. We have had 3 negative surveys, 7 positive
3. One Limited Member (Did not see the value of this method vs direct)
4. Two Open group. One resulted in a system change, One user was under the impression they used TSANet Connect for ongoing communication and was frustrated they could not

Some feedback from VMware

1. Still a lot of documented processes in other companies to reference an alternative way of working with VMware. Will take time to educate partners
2. Higher level of entitlement issues than expected. But they have front line team that is working these
3. Working now to increase usage and awareness for VMware support engineers. Single Sign on has helped.

Next Steps

1. Transition from static process to TSANet Connect method for top 6 members
2. Work with top 4 Members to better understand the details of utilization and actions to improve. Then share these with other members as best practice
3. Continue to monitor usage and work escalations
4. Continue to improve the system based on user feedback but with a focus on change sand features that increase usage and adoption (Example Single sign on and automated initial response)
5. Understand Limited Member dynamic

Member Survey Workshop – How to improve Limited Member value

Feature	Premium Starting at \$6000	Basic Starting at \$3000	Limited \$500/Relationship
Relationship with	All Premium and Basic Members	All Premium and Basic Members	Host Member ✗
Ability to Join Partner Programs	Included	Included	\$500 per program
Hours for collaboration	7 /24 / 365	Normal Business Hours	Defined by Host
SLAs for Collaboration	P1 = 2 Hours, P2 = 4 hours, P3 = Next Business Day	P1 = Next Business Day, All others = Best Effort	Defined by Host
TSANet Connect	✓	✓	✓
Integrate Your Systems	✓	✓	✗
Create Technology Partner Programs	✓	✓	✗
Create Solution Support Programs	✓	✓	✗
Create Channel Partner Programs	✓	✓	✗
Marketing	Listed on Member Page , Homepage [*] , Brochure, Member Spotlight	Listed on Member Page , Member Spotlight	Listed on Member Page
Join Regional Group or Committee	✓	✓	✗
Voting Member	✓	✓	✗
Board Position	✓ [*]	✗	✗