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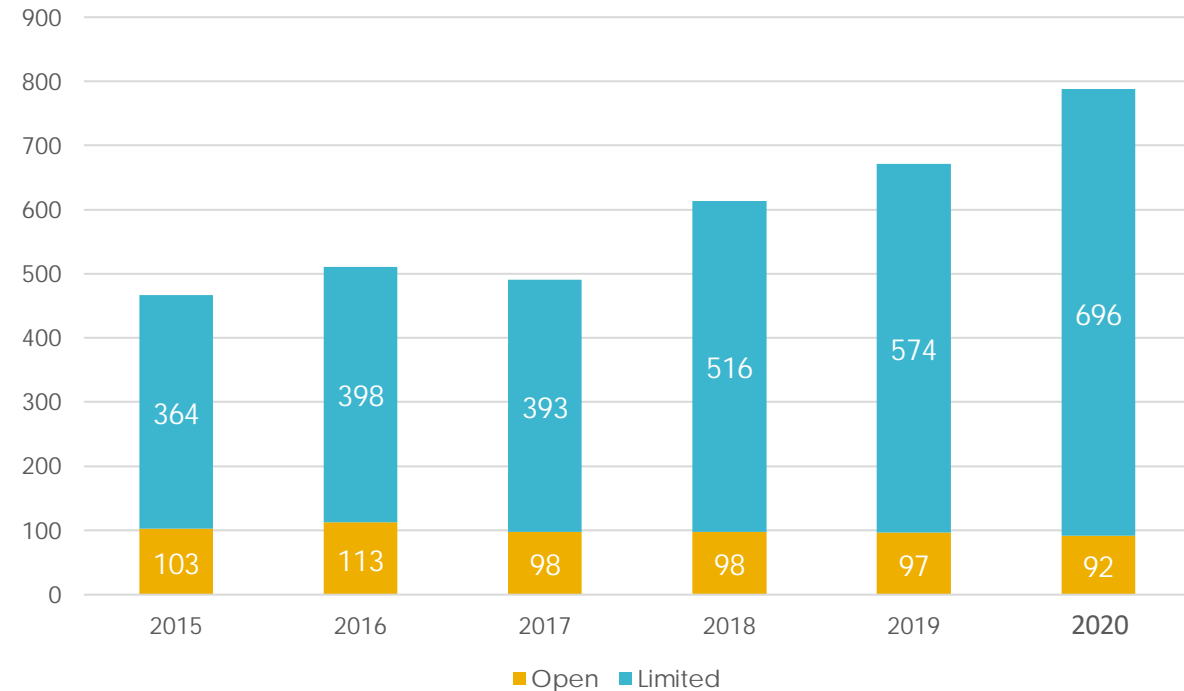
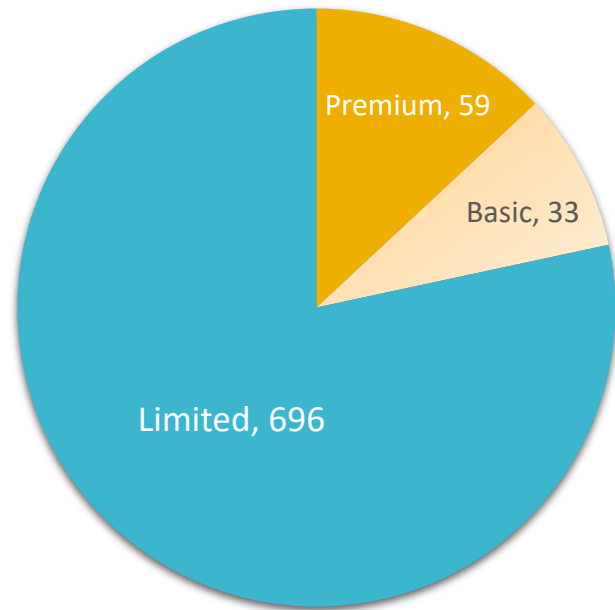
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# Annual TSANet Business Meeting

**Section 4.01:** Per the By-Laws TSANet holds an annual Business Meeting for all Members. This is an opportunity for Members to learn about the 2020 activities and plans for 2021. Members may address any other business topics and ask questions through the Chat feature. Members can also contact any of the board of directors to share feedback.

- ☐ Review 2020 Activities
- ☐ Share 2021 Plans
- ☐ AOB and Questions

# Membership – Current State over 780 Members!



- ❑ Open group at 92 with high percentage of Premium Members
- ❑ Limited Member growth strong. Many Limited Members with multiple relationships
- ❑ New Partner groups will continue to drive more Limited Members

# 2020 End of Year Finance

## 2020 Expenses ~ 800k

- ☐ Below target for 2020 (Mostly due to no travel)

## 2020 Revenue ~800k

- ☐ Expect to end the year on target.

## 2021

- ☐ Plan for break-even budget in 2021
- ☐ Decrease spend in travel and capital equipment
- ☐ Increase spend in Systems and IT



# Strategy Streams 2020...

Add More Members

Increase TSANet Connect Usage

Expand Regional Focus Groups



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

# Add More Members.... Through Partner Programs

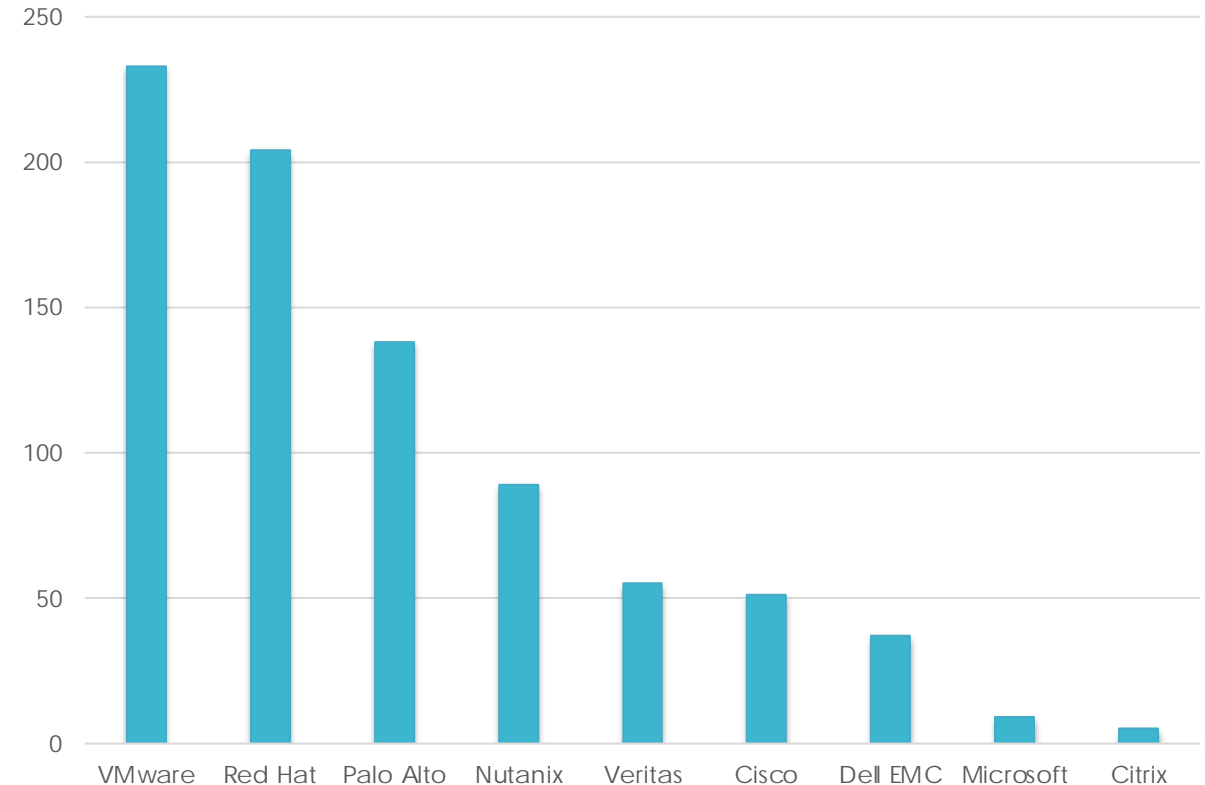
## Member Partner Programs drive growth

- ❑ New Partner Programs grow TSANet Membership
- ❑ Partner Programs bring value to the Host Member
- ❑ Leveraging TSANet best practices reduces the cost of managing large Partner Programs

## Opportunities for TSANet and Member

- ❑ Upgrading Limited Members grows open group
- ❑ Many Limited Members have 2 or more relationships
- ❑ Limited Members will be focus for 2021 (enhanced onboarding and management)

Top Partner Programs



# TSANet Connect Timeline

**2018**

Develop the  
system

Working with a Member  
driven Technology  
Committee, TSANet  
Connect was created

**2019**

Deploy the  
system

The new system was  
deployed in phases.  
System improvements  
made based on feedback

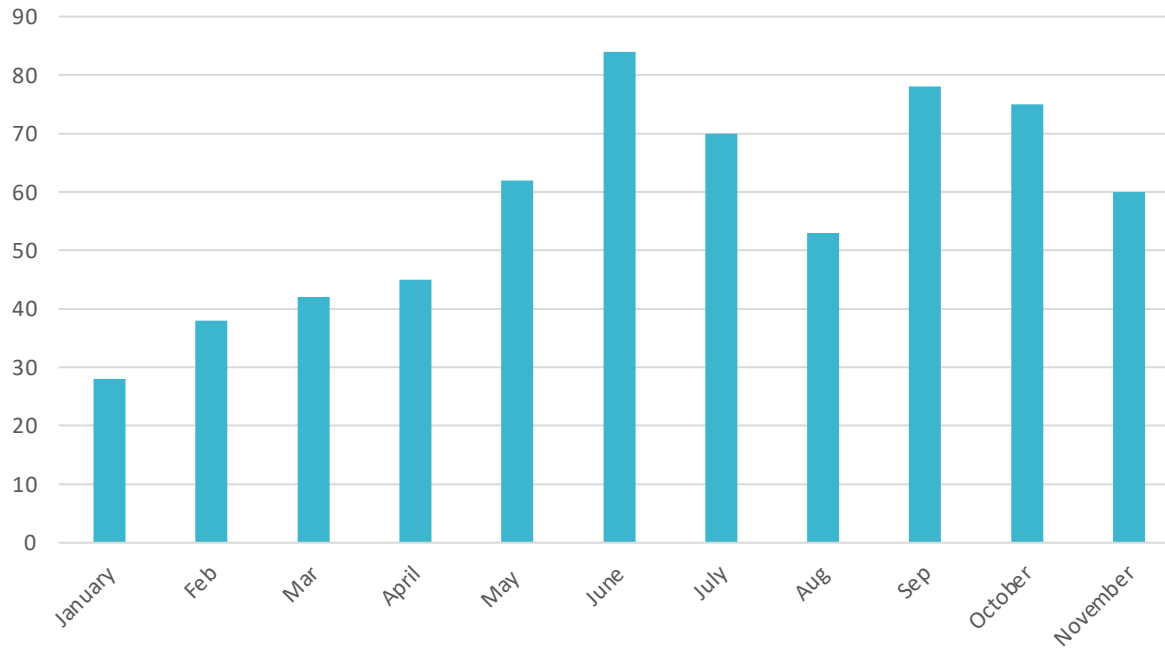
**2020**

Improve  
Member  
Adoption

Work with Members to  
improve system adoption.  
System enhancements to  
increase usage

# TSANet Connect Usage

2020 Case Volume



- ❑ Monthly volume in the 70-80 range
- ❑ This is only TSANet Connect transactions. Excludes 11 Members still on static documents

Top Open Group Users

Top Outbound Users	# of Calls	Top Inbound Users	# of Calls
Dell EMC	111	Vmware	364
NetApp	93	Red Hat	52
Red Hat	93	NetApp	30
Cisco	56	IBM	27
Nutanix	43	Dell EMC	21
Pure Storage	33	HPE	18
Dell	26	Cisco	16
Datrium	25	Citrix Systems	15
Microsoft	22	Veeam	15
HPE	19	Dell	12
Lenovo	17	Nvidia	10
Datacore	15	Apple	10
Veeam	13	Commvault	10
Veritas	12	Amazon	7
Rubrik	12	F5 Networks	7
IBM	12	Juniper Networks	6
Vmware	11	Intel	6
Exagrid	8	Nutanix	5
Cloudera	5	Veritas	4
Citrix	5	Broadcom	4
Palo Alto Networks	4	Cloudera	4
CloudBees	3	Pure Storage	4





# TSANet Connect – 2020 Releases



1. **Single Sign-on is now available**
2. Support for IBM custom process
3. Support for Cisco custom process
4. Improve Partner Sign-up process
5. Added ability for Member Admins to export user lists to excel



1. **Usability improvements**
2. Members can now add a note on top of their form
3. Show escalation process and process owner information for Admin view
4. Allow for custom email templates



1. **Security improvements.** TSANet Connect has penetration testing by Security Dynamics
2. Encryption of data at rest added to meet security requirements
3. Improvements for Partner groups
4. Added features for TSANet Admin



1. **Integrate to Microsoft Service Desk**
2. Improve Limited Members Admin Capabilities (Manage Users)
3. Standard method for system auto-response to inbound request
4. Enhanced usage reports (Login, searches, page views)

# What have we learned in 2020...

## TSANet Connect gets high marks by those who use it

- ☐ Positive feedback from post use surveys
- ☐ Positive feedback from user demo sessions

## Visibility to Collaborations makes a difference

- ☐ The system and TSANet staff can help make sure you get connected
- ☐ Data helps drive conversations with Members on usage

## Must work with Members to improve usage

- ☐ Work with Members to improve awareness and access (Single Sign-on)
- ☐ Understand reasons for non-use and work with members to improve (Legacy processes)

## Importance of a simple and flexible system

- ☐ Simple and flexible design has allowed us to onboard 700+ members in 1 year
- ☐ Ability to activate Partner Programs and onboard 100's of Partners in a short period of time



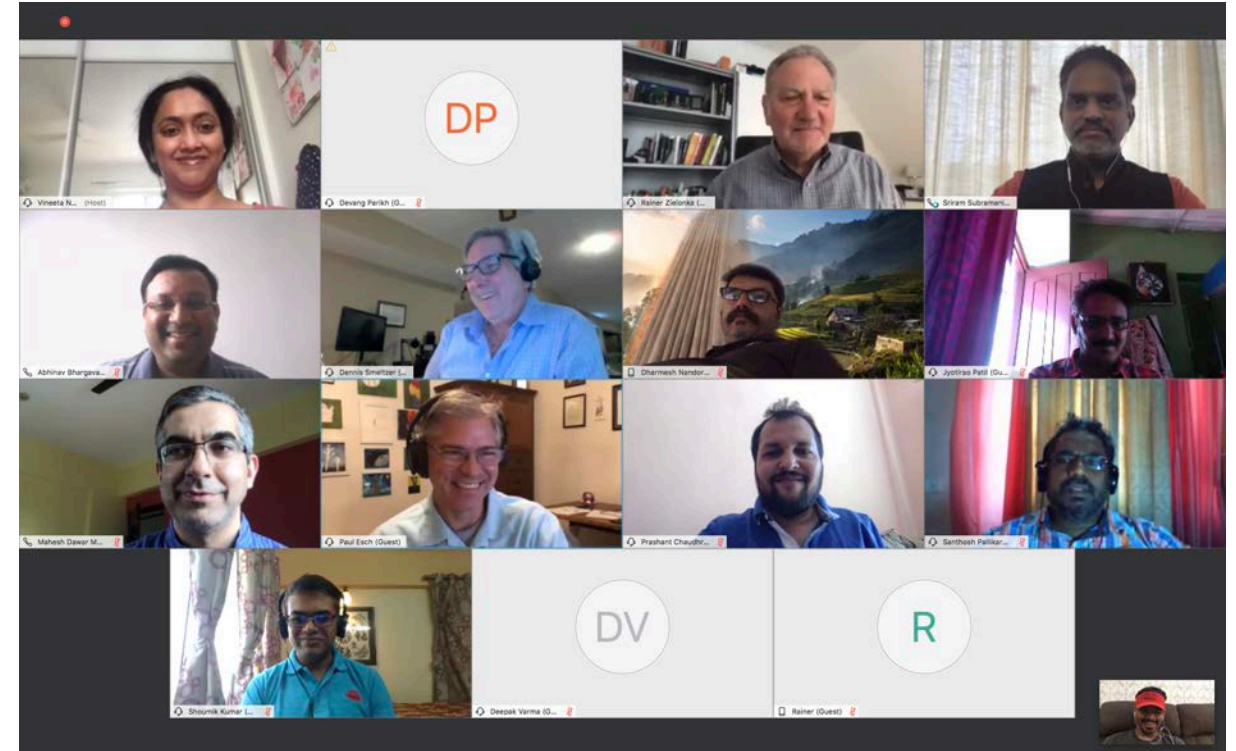


- ❑ Meetings attended by NetApp, Software AG, IBM, F5 Networks, IBM, Dell EMC, HPE, Fujitsu Atlassian, Nutanix, DataCore, Lenovo, HashiCorp and Red Hat
- ❑ Topics included TSANet Connect updates, remote becomes the norm (WFH), hiring and onboarding remotely, exception handling vs. premium support, cybersecurity and GDPR
- ❑ Establish European Community in Teams



- ❑ Red Hat hosted the meeting end of Feb. Tom Sweeny and Phil Verghis guest speakers
- ❑ Worked with Association of Support Professionals to co-host online conference in Oct
- ❑ View recorded sessions here: <https://tsanet.org/asp2020recordings>





- ❑ Meetings attended by VMWare, Dell EMC, NetApp, Veritas, Microsoft, Citrix, Nutanix, Cisco, IBM, RedHat and Arcserve
- ❑ Topics included operational changes due to COVID-19, Data Protection, Augmented remote assist and other best practice sharing
- ❑ Increased the frequency of online meetings (Every 3 months)

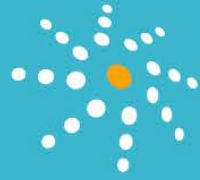


- ❑ Meetings attended by IBM, NetApp, Dell, Red Hat, HPE, Nutanix, VMware, Hitachi and Commvault
- ❑ Meetings moved online due to COVID -19



- ❑ Started the Japan focus group in 2020. 14 Members attended
- ❑ Originally planned for face-face meeting in Tokyo but moved online due to COVID
- ❑ Increasing the frequency of these meetings





T S A N E T



2021



# Strategy Streams 2021

Increase TSANet Connect Usage

Expand Regional Focus Groups

Add More Members



TSANet has the **Relationships, Tools and Processes**  
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# Increase TSANet Connect Usage...

## When I search for a Partner... I find them

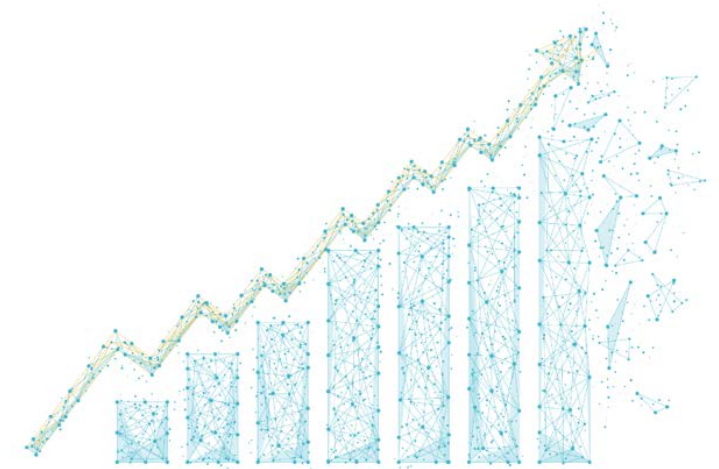
1. Enhance the Partner Program process and system features
2. Use system analytics to identify why logins did not result in submission

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

1. Convert Members with static process documents (Microsoft, Oracle, Lenovo, Cisco, Palo Alto)
2. Enhance Limited Member onboarding process and manage exceptions

## Identify opportunities for increased use

1. Move more members to Single Sign-on
2. Analyze members CRM data to find opportunities for use
3. Leverage CRM AI capabilities to surface collaboration opportunities
4. Work with Members on new use cases (Example Development collaboration)



Plus User Training and Awareness

Double monthly volume by EOY

# Enhance Regional Focus Groups

## Work with ASP on Global online conference

- ❑ Brings added content to the Focus groups
- ❑ Co-marketing and sales initiative

## Create Japan Specific TSANet Connect open group

- ❑ Helps build confidence with users in Japan by collaborating in Japanese

## Create a Technology Focus Group

- ❑ Brings more value to engineers
- ❑ Promotes collaboration through TSANet Connect



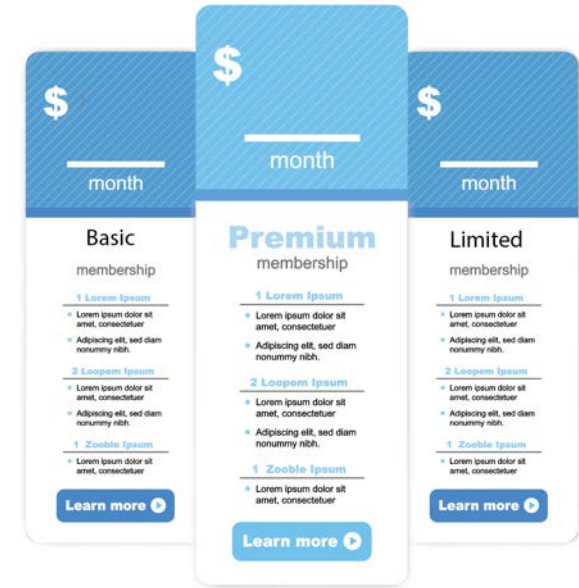
# Add More Members

## Continue to grow through Partner Programs

- ❑ Enhance Partner Program processes and systems
- ❑ Work with Members to add and expand existing programs

## Update Membership Model

- ❑ With focus on how to bring more value to Limited Members
- ❑ Plan for approved model end of 2021 and Implementation in 2022



# New Business...

## Questions...