



# TSANET Member Meeting

2022



2023

# 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 2022 activities and plans for 2023. 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 2022 Activities
- ✓ Share 2023 Plans
- ✓ AOB and Questions

# TSANet Board of Directors



**Kenny Loo – Chair**

*Dell EMC*



**Scott Froehlich – Vice Chair**

*Red Hat*



**Tamra King – Secretary**

*Microsoft Corporation*



**Jason Longpre**

*Nutanix*



**Todd Roberts**

*VMware*



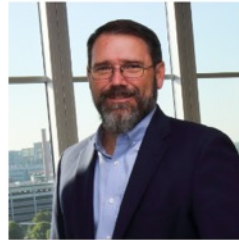
**Deepak Chawla – Treasurer**

*UiPath*



**Richard Long**

*Action Corporation, part of HCLTech*



**Dustin Simmons**

*Cisco Systems*



**Manoj Palakkal**

*Citrix Systems*



**Joseph Campbell**

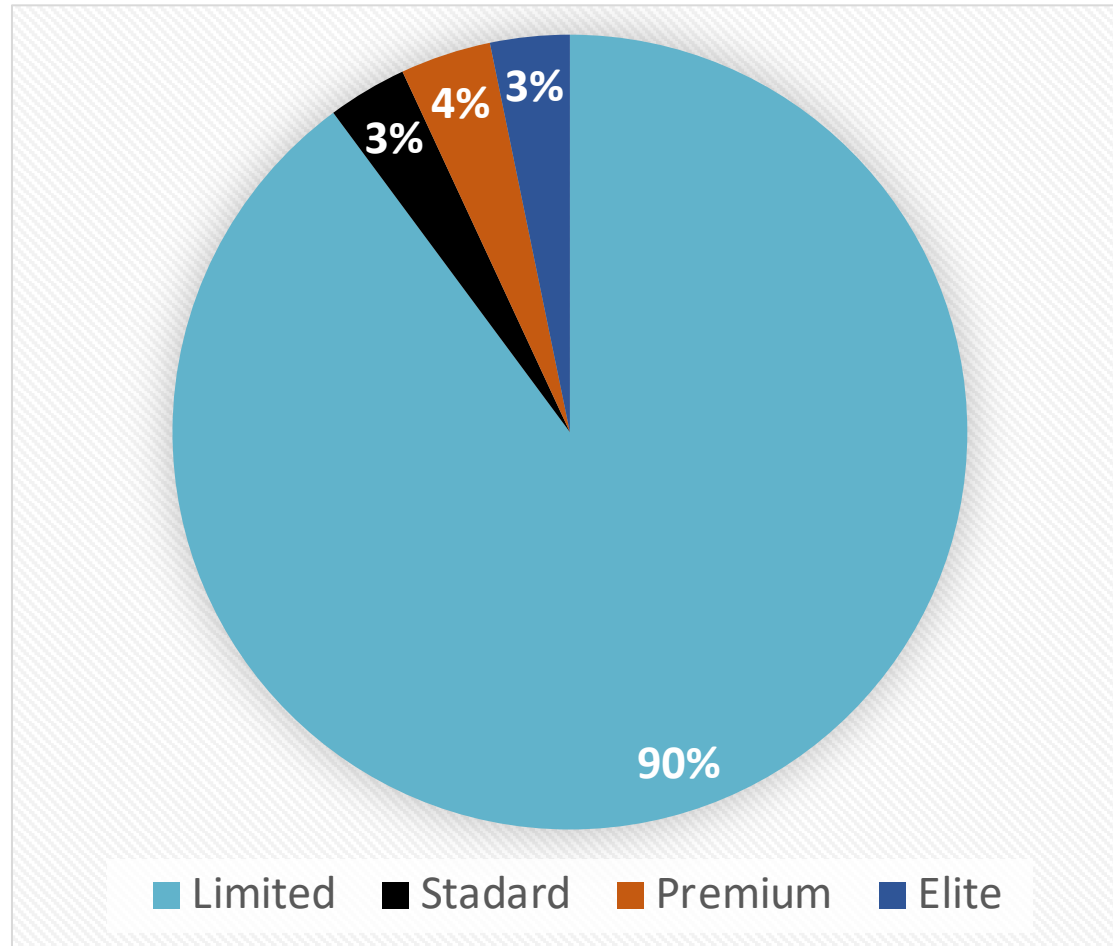
*IBM*



**John Boggs**

*NetApp*

# Membership Status – 867 Total Members



- Slight growth from 2021
- Limited Members continue to be majority
- New Membership model in place.  
Good balance between Standard, Premium and Elite Membership levels
- Top priority for 2023 is to grow Standard, Premium, and Elite membership

# Finance

## 2022 Expenses estimated ~ \$868k

- ✓ Slightly below (Mostly due to TSANet Connect 2.0 delay)

## 2022 Revenue estimated ~ \$865K

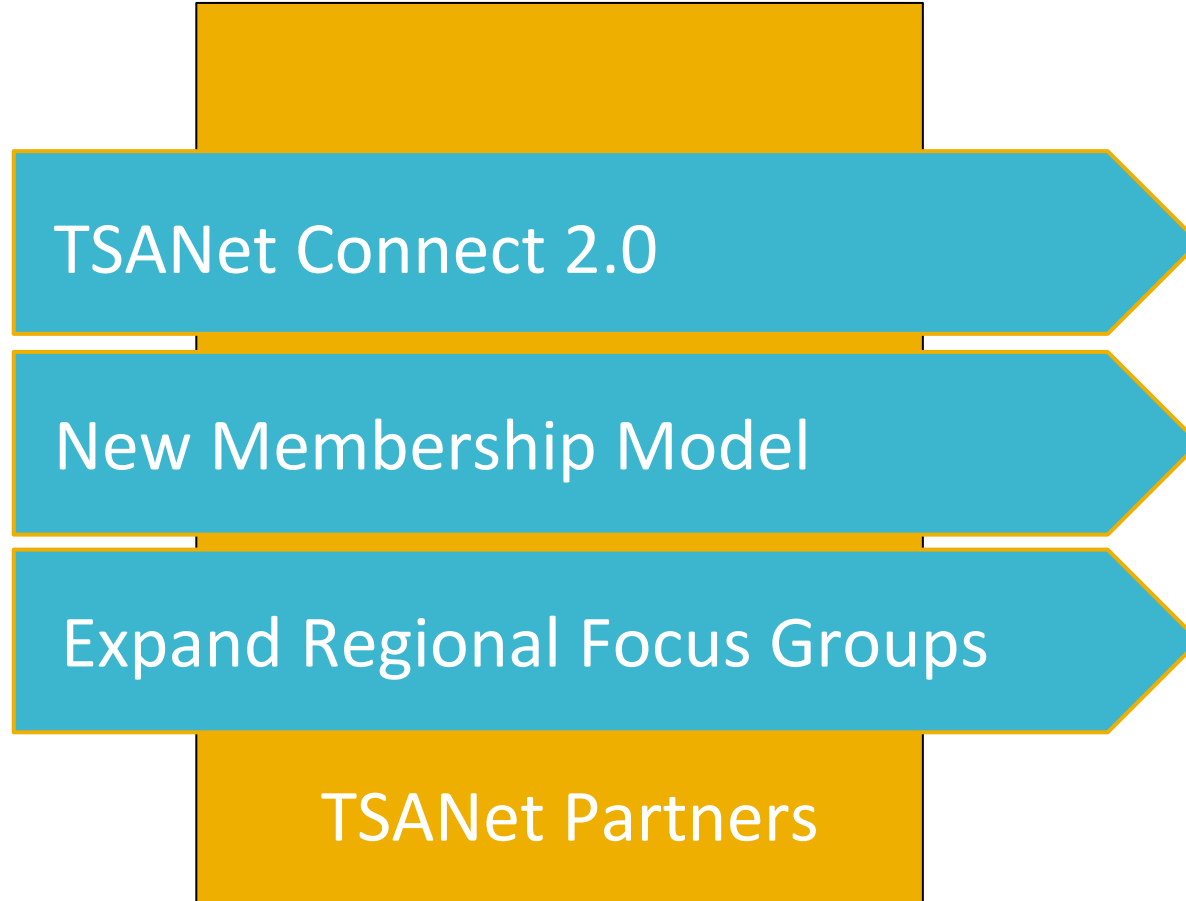
- ✓ Lower than expected (Lost some open group Members)

## 2023 budget (Similar to 2022)

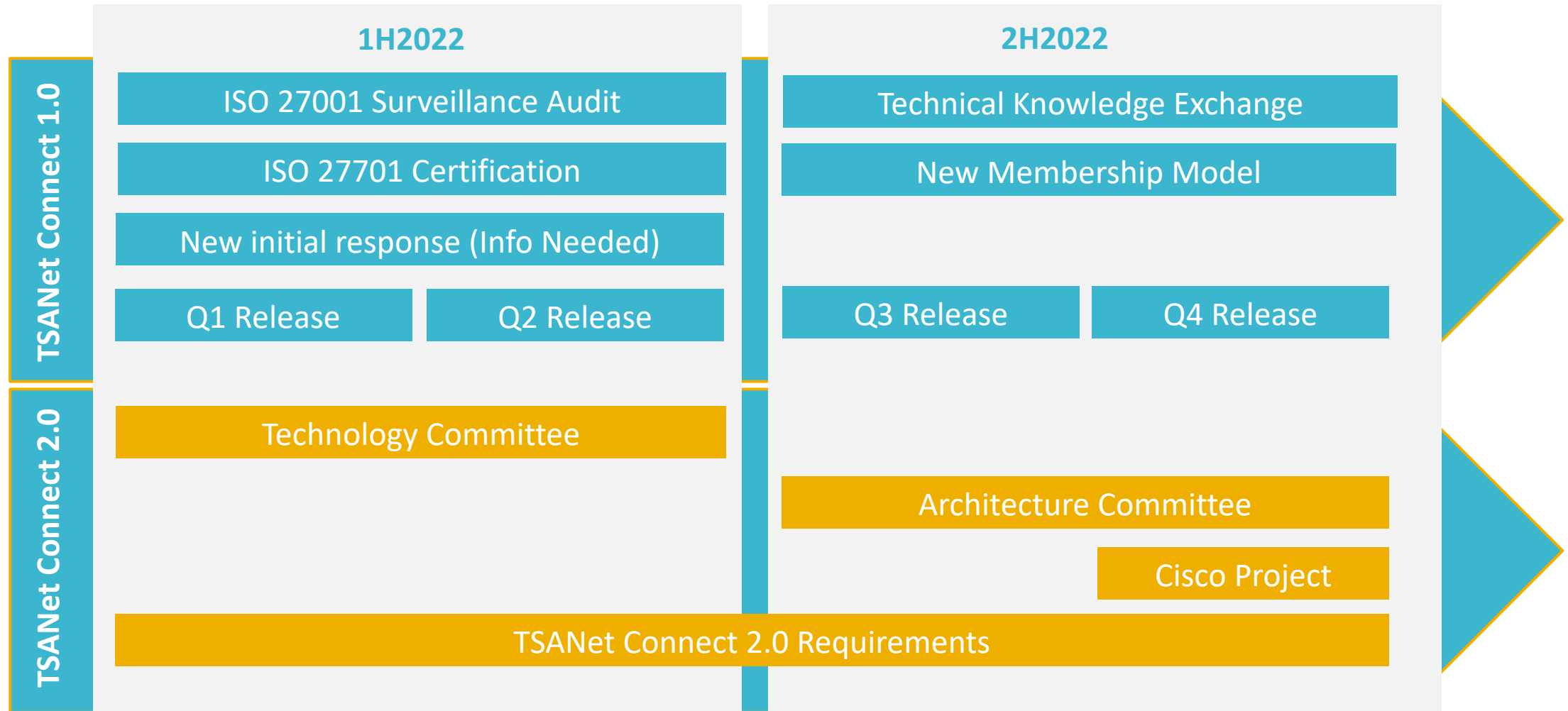
- ✓ Decrease (Salaries, Travel) Increase (IT development for Connect 2.0)
- ✓ Expect Revenue around \$850k
- ✓ Maintain cash reserve of ~800k



# TSANet Strategy Streams



# TSANet Connect



# TSANet Connect - Operations

## ISO Certifications



## Metrics

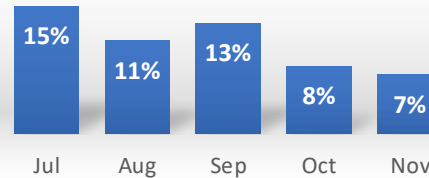


Uptime

99.99%



Missed Initial Response SLA



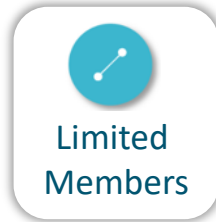
Vulnerabilities Found/Fixed

3/3

Top Outbound	Top Inbound
Dell EMC	Vmware
Red Hat	Cisco
NetApp	Red Hat
Dell	HPE
Cisco	IBM
Nutanix	NetApp
Pure Storage	Dell EMC
HPE	Dell
IBM	Microsoft
Veeam	Veeam
Vmware	Nvidia
Lenovo	Citrix Systems
Veritas	Nutanix
Rubrik	Commvault
Google	Google
Microsoft	Veritas
Datrium	Intel
Datacore	Tableau Software, LLC









# Membership Levels



## STANDARD







Standard collaboration with 24-hour SLA

-  Collaborate with Members during business hours/24-hour SLA response
-  TSANet Connect Base Features
-  Join Partner Programs and Invite existing Members
-  Technical Knowledge Exchange
-  Regional Focus Group Meetings
-  Additional Member privileges

## PREMIUM

24/7 and SLAs for enterprise support











★ All the benefits of Standard plus:

-  Global collaboration 24/7
-  Enterprise level SLAs
-  TSANet Connect Single Sign-On
-  Invite NEW members to join TSANet
-   Access to Critical Escalation

## ELITE

Expand multi vendor support needs

★ All the benefits of Premium, plus:

-  Create Co-Branded Partner Programs
-  Implement Solution Support Models
-   TSANet Connect System Integration
-   Access to Advanced Collaboration Methods
-   Assigned Success Manager
-  Co-Marketing Activities
-  Network with other Elite Members and apply for Board Seat

# Regional Groups

## Technical Knowledge Exchange

- ☐ Regional Focus Groups select topics. Sessions recorded

### Europe

- ☐ Had first face-face in Amsterdam in over 2 years!
- ☐ Plan to have combination of face-face and online in 2023

### India

- ☐ Online 2022. Face-face and online in 2023

### Australia

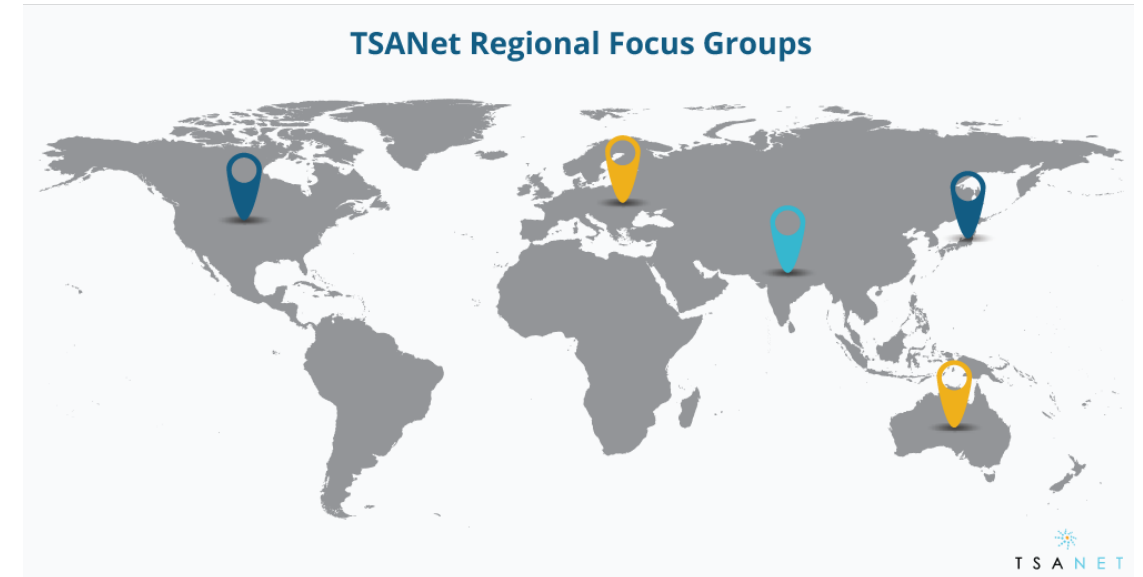
- ☐ Online 2022. Face-face and online in 2023

### Japan

- ☐ Online 2022. Plan to have online in 2023.

### USA

- ☐ Plan to have 3 face-face meetings in 2023 (Seattle, RTP, Austin)



To join India or Europe contact at [rainer@tsanet.org](mailto:rainer@tsanet.org)

To Join Australia, North America or Japan contact [paul@tsanet.org](mailto:paul@tsanet.org)

# TSANet Staff Changes

## 2022 TSANet Staff



Dennis Smeltzer  
President



Paul Esch  
Business Development



Deborah Barnes  
Finance Consultant



Stephanie Benson  
Membership



Kelly Haake  
Finance



Brittany Jimerson  
Marketing and  
Operations



Rainer Zielonka  
Consultant / Chair  
EMEA & India  
Focus Groups



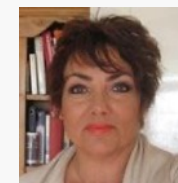
## 2023 TSANet Staff



Paul Esch  
President



Dennis Smeltzer  
Consultant



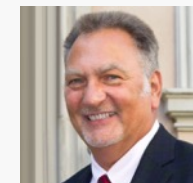
Stephanie Benson  
Membership



Kelly Haake  
Finance



Brittany Jimerson  
Marketing &  
Operations



Rainer Zielonka  
Consultant / Chair  
EMEA & India  
Focus Groups



# 2023 Plans



# TSANet Connect 2.0 - Requirements

1. Improve existing Collaboration request by expanding response options
2. ISO 27001/27701 Certification
3. Optimize XaaS Collaboration (Azure, AWS, Google)
4. Changes to support new Membership Model
5. Expand Use Cases (Support <-> Engineering, Critical Escalations, Technical questions)
6. System integrations – With Elite Members
7. Post Collaboration messaging option





# TSANet Connect 2.0 – Elite Member Projects

- ❑ Cisco as lead Member but aligned with Red Hat, Microsoft and Dell plans
- ❑ Integration with Salesforce/MuleSoft
- ❑ Support for ongoing messaging to the case (Email or B2B)
- ❑ Enhance Partner Program Functionality for efficient onboarding and ongoing management of all Cisco Partners

## Project Goals

- ❑ Fully support Cisco Partner collaboration needs. Show B2B feature between Cisco and Red Hat
- ❑ Work with Consortium for service innovation to position as best practice external swarming process
- ❑ Input to Connect 2.0 architecture requirements
- ❑ Input to Salesforce App requirements (and other system apps/API)
- ❑ Ability to showcase as “Best Practice”

# Members

- ❑ Deploy new features (**Critical Escalations** and **Success Manger**)
- ❑ Create Membership Committee to Increase New and Upgrade opportunity **pipeline**
- ❑ Market new **Membership Model** and new features through digital and attending industry events
- ❑ Refresh **Legal Framework** (Microsoft, Cisco, IBM/Red Hat and Dell lead)
- ❑ New **Membership Management Framework** (TSANet Staff Processes)





# Regional Focus Groups

- ❑ Grow focus groups by inviting Elite and Premium Members
- ❑ Have North American focus group as day 1 of TSANet Board meetings
- ❑ Move other regions to a blend of Online and face-face as agreed by regional teams
- ❑ Continue to expand Technical Knowledge Exchange

## USA Meetings

**Feb 7:** Location Seattle: Host UIPath

❑ Main Topic: Hyperscaler Workshop.  
(AWS, Azure, Google, Oracle)

**May 2:** Location RTP: Host NetApp

❑ Main Topic: Salesforce outbound integration Workshop

**Sept 20:** Location Austin: Host Cisco

❑ Main Topic: TSANet Strategy Workshop

# Partners

- ❑ Create Partner Framework that includes co-Marketing agreements
- ❑ Explore partnering opportunities with consultants to use in improvement projects with Elite Members
- ❑ Work with consortium for service innovation to define external collaboration best practices as part of swarming process



**THANK YOU**

The text "THANK YOU" is rendered in a large, bold, dark blue sans-serif font. Surrounding the text are several stylized clapping hands. The hands are depicted in two colors: light blue and yellow. Each hand is shown in a clapping position with fingers spread and thumbs pointing down. Small, colorful lines radiate from the palms of the hands, suggesting motion or sound. There are approximately ten such hand icons scattered around the text, some overlapping the letters.