

# 2023 Member Meeting

Dec 12, 2023

# TSA Net Board of Directors



**Kenny Loo – Chair**

*Dell EMC*



**Scott Froehlich – Vice Chair**

*Red Hat*



**Tamra King – Secretary**

*Microsoft Corporation*



**Jay Thomas**

*Cloud Software Group*



**Bina Hallman**

*IBM*



**John Boggs**

*NetApp*



**Deepak Chawla – Treasurer**

*UiPath*



**Richard Long**

*Actian Corporation, part of HCLTech*



**Derek Banks**

*Cisco*



**Jason Longpre**

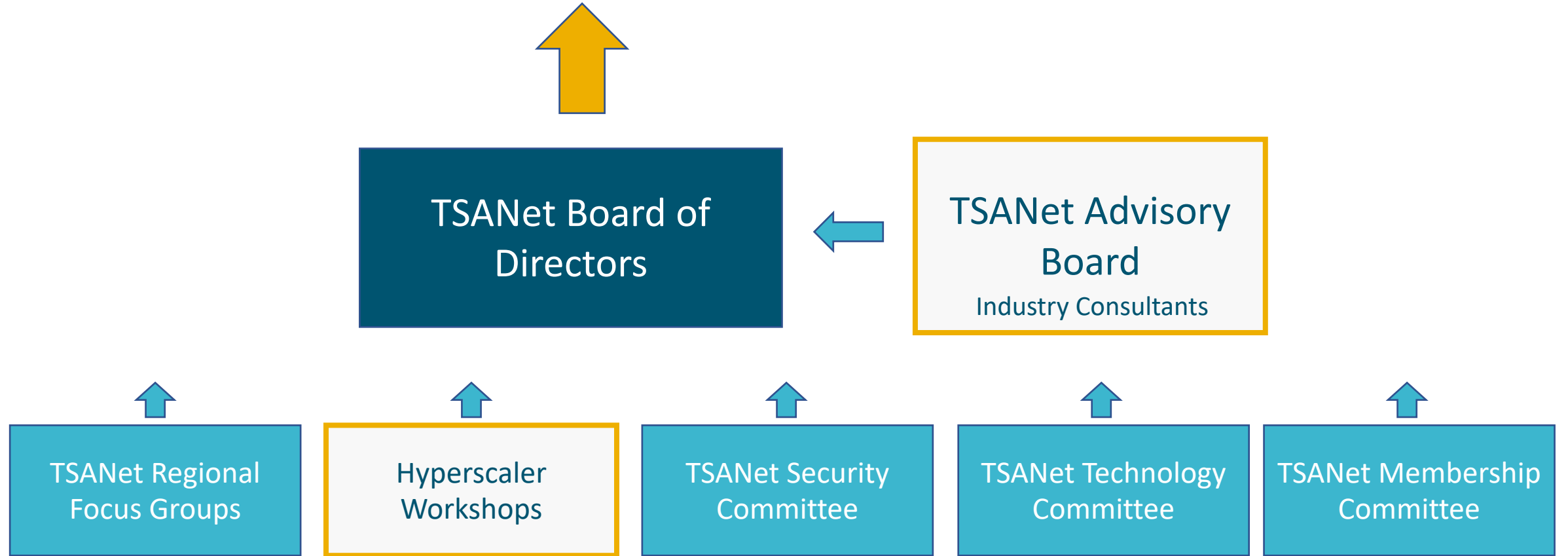
*Nutanix*



**Todd Roberts**

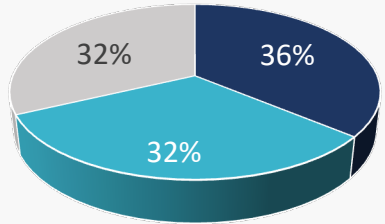
*VMware*

# TSANet 2026 Strategy



# Membership

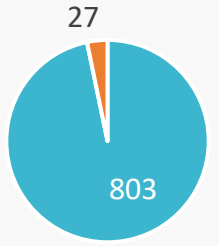
## Current State



- ✓ 75 Members
- ✓ Trend decreasing
- ✓ 2023 triggered downgrades (Usage/Budget/Economy)

■ Elite ■ Premium ■ Standard

### Limited Member / Relationships

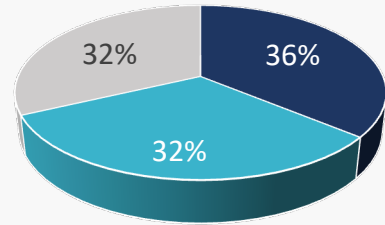


- ✓ 830 Members (most with 1 relationship)
- ✓ Trend increasing
- ✓ 2 upgraded in 2023

■ 1 to 2 ■ 3 to 5



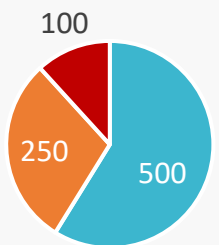
## Future State



- ✓ 95 Members
- ✓ Trend increasing
- ✓ Limited Upgrades

■ Elite ■ Premium ■ Standard

### Limited Member / Relationships



- ✓ 850+ Members
- ✓ Trend increasing
- ✓ 10 upgrade/year

■ 1 to 2 ■ 3 to 4 ■ 5 to 6

# Partner Framework – Current State

## Common Customer

Meet in the Market

### How TSANet Started

Vendors collaborate on issues as needed. TSANet legal and operational framework used for collaboration.

## Alliance Partner

Technology Partner Programs

### How TSANet Scaled

Support model documented for Customers and Partners with TSANet collaborative support commitment

## Strategic Partner

OEM, Solution Support

### TSANet Opportunity

Support provided by lead vendor. Back line product support in place with other vendors.

# Partner Framework – Future State

## Common Customer

Meet in the Market

## Alliance Partner

Technology Partner Programs

## Strategic Partner

OEM, Solution Support

## Support for all Technology Partner Models

Vendors collaborate on issues as needed. TSANet legal and operational framework used for collaboration.

Support model documented for Customers and Partners with TSANet collaborative support commitment

Support provided by lead vendor. Back line product support in place with other vendors.

# Community

## Current State

### Regional Meetings

- Most groups meet face-face (Japan remote)
- 40% of Standard, Premium and Elite members participate in one or more groups
- 3 regional meetings include Best Practice Discussions

### Content

- Technical Knowledge Exchange – 3/year
- Management – Best practices in some regional focus group meetings. Guest blogs from consultants



## Future State

### Regional Meetings

- All groups meet 2 times a year face-face (with remote option)
- 80% Standard, Premium and Elite members participate in one or more groups
- All regional meetings include Best Practice Discussions

### Content

- Leverage members existing video content for Technical Knowledge Exchange
- Leverage Consultants to provide research and Best Practices

# TSANet Financial

## 2023 EOY Estimate

### Revenue

- ❑ 725k (vs 800 Planned)
- ❑ Challenging year for Regular Membership (Renewal and new)

### Expenses

- ❑ 720k (vs 800 Planned)
- ❑ (Staff reduction) Dennis Smeltzer Retirement
- ❑ (Invest) TSANet Connect 2.0 (165k)

### Cash Assets

- ❑ 810k (inline with goal of 1-year expenses)



## 2024 Budget

### Revenue

- ❑ 750k Planned
- ❑ Goal to stabilize Membership
- ❑ Some new member growth

### Expenses

- ❑ 750k (Break even Budget)
- ❑ Maintain Staff, Small reduction in other areas
- ❑ (Invest) TSANet Connect 2.0 (173k)

### Cash Assets

- ❑ ~800k (inline with goal of 1-year expenses)



# 2026 TSA Net Strategy

Expand Technology  
Partner Framework



Legal



CONNECT

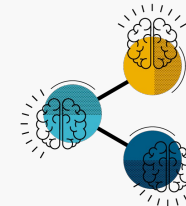


People/Process

Increase TSA Net  
Community Value



Networking



Knowledge



Best Practices

Grow Members and Relationships

# Grow Members and Relationships

Change Limited  
Membership to create  
more relationships

**TSANet Growth Area**  
**Relationships > Usage > Value**  
(2024)

Meet the needs of  
Hyperscalers and  
Cloud companies

**Legal and Operational**  
**requirements**  
(2024)

Expand Success  
Manager Program to  
Other Members

**Help Members get value**  
**from TSANet Membership**  
(2024)

# Expand Technology Partner Framework

**Deploy TSANet Connect  
2.0 with focus on Elite  
Members**

**Improve collaboration, Support  
for Strategic Partnership  
(2024)**

**Update Legal  
Framework for Cloud  
Companies**

**Data Privacy, TSANet or  
Member agreement  
(2025)**

**Document and Market  
Framework (Legal,  
People, Process, Tools)**

**Provide Best practices and  
operational offering  
(2024)**

# Increase TSANet Community Value

Expand Regional Focus Groups – Networking for Members

Create and Share best practices  
(Open-source model)  
(2024)

Content: Knowledge Exchange, Research and Best Practices

Provide Content from Members and Consultants  
(2024)

Marketplace for Partner Solutions and Services

A place to find solutions and services for Support  
(2025)

# 2024 Plans

New Limited Policy

Success Manager for Premium/Standard Members

Framework

Create Cloud Committee (Hyperscalers + Technology Vendors)

Expand Technology Partner Framework (Strategic)

Develop and Deploy Connect 2.0

Community

Expand Regional Focus Groups – Networking for Standard, Premium and Elite

Expand Knowledge Exchange (Engineers)

Research and Best Practices (Managers)

# Your Organization - Get Involved!

1. Serve on Board of Directors – Contact Paul
2. Serve on a Committee – Contact Paul
3. Join a Regional Focus Group
  - North America - Contact [paul@tsanet.org](mailto:paul@tsanet.org)
  - EMEA – Contact [rainer@tsanet.org](mailto:rainer@tsanet.org)
  - India - Contact [rainer@tsanet.org](mailto:rainer@tsanet.org)
  - ANZ/Asia – Contact [paul@tsanet.org](mailto:paul@tsanet.org)
  - Japan - Contact [paul@tsanet.org](mailto:paul@tsanet.org)

