

1Connect The Official 1nService Newsletter

August 17, 2010

Introducing the 1nService Centralized Engagement Desk:

1nService has created a streamlined platform for improving member to member interactions. We are happy to announce our new "Centralized Engagement Desk." The purpose of this new tool is to register and track all member to member service opportunities in order to keep all member parties informed of the status of the project. Coupled with the 411 Portal (411nService), the Centralized Engagement Desk is meant to connect partners with an appropriate service partner and to facilitate projects from beginning to end, thus providing more efficient communication between the involved member companies. If you have a service need, please be sure to place a service request on the 411 Portal or contact Marc Constantineau directly at marc@1nService.com to ensure a efficient and timely response.

Do You Know the 1nService Team?

You can reach any 1nService employee by calling
800.457.0546



Jo Miller-Executive Director of Partner Relations-Jo frequently connects with the 1nService community to provide relationship maps which will maximize the 1nService value prop and deliver ROI to our members.



Susan Brodeur-Director of Events-If we have an event coming up, you will hear from Susan. She will assist you with all necessary coordination for you to attend our events.



Steve Giarrusso-Web Administrator-Steve will assist you with our website or 411 Web Portal. Additionally, Steve keeps our website up to date with all events, news, and industry articles.



Amanda Shaw-Sales and Marketing Coordinator-Amanda collects information around collaboration case studies, press releases, and social media updates. She is currently working to connect all marketing talent within 1nService member companies.



Marc Constantineau-Services Coordinator, Centralized Engagement Desk-The newest member to the 1nService team, Marc manages our new Centralized Engagement Desk (read above for more info). Contact Marc for any and all inquiries about this new tool.



Charlotte Morin-CFO-You may receive a warm call from Charlotte regarding an invoice follow up or receivable.



Paul Cronin-President and CEO-Look out for Paul as he may drop in for an office visit if he is in your area! This year Paul has made 16 visits to member offices.

Recent 1nService News!

[ITS InfoCom is Awarded Cisco White Label Certification](#)

[CIO.com Reports On the Value of Partnerships for IT Organizations](#)

[More Press From PSA TEC 2010](#)

[Leader of IT Network and Security Solutions Joins 1nService](#)

[Six Members Earn Spot On 2010 VAR Top 500 List](#)

[Start Networking the Right Way \(Even If You Hate It\)](#)

[Another Win for LongView](#)

Be a VIP at Interchange!

Introduce 1nService to potential sponsors for Interchange; If any do sponsor 1nService, you will be a VIP (two free nights stay) at Interchange! Contact [Jo Miller](#) for more information.

Upcoming Industry Events

1nService Town Hall Meeting

8/19

1nService Marketing Group Call

8/24

PSA Education Tour, Houston, TX

9/14-9/15

1nService Professional Services Call

9/15

1nService Interchange

10/11-10/13

Interchange 2010 ~ October 11-13 in Washington, DC.

Interchange is the flagship event for 1nService. Each year leadership and C-level members, clients, sponsors, and media representatives gather face-to-face for true collaboration and educational opportunities. Our community grows stronger through active participation in high-level presentations, panel discussions, focus groups, a universal trade show and social networking opportunities.

Monday, October 11-Wednesday, October 13, 2010

Gaylord National Hotel & Convention Center

Click [HERE](#) for the revised Agenda

Click [HERE](#) for Interchange Information

Click [HERE](#) for Interchange Registration

Click [HERE](#) for Hotel Registration - Gaylord National Hotel

Thank you to our sponsors:



1nService
interchange
2010

Be an Author of Greatness - A 1nService Call for Case Studies

We want to showcase **you!** 1nService is taking the industry by storm and everyone wants to hear how collaboration can help them grow stronger. We need your success stories to demonstrate the teamwork, tech-reach and competitive advantage of the 1nService community. Tell us your story of the strong collaborative relationship you have with another member! Check out previous case studies on our website and then send Amanda your info! ashaw@1nservice.com 800.457.0546 x4003

Want to be in the next newsletter?

If you want to have an event, article, news piece, etc. included in the next issue of 1Connect, contact Amanda Shaw (ashaw@1nservice.com or 800.457.0546 x4003)

The 1nService Formula for Success-By Paul Cronin

In the traditional IT sales methodology, most Integrators engage with their clients to understand how their solutions can match a client's initiatives. When offerings and needs align, sometimes there is a sale. If not, Integrator and Client move on and the process is repeated at a later date. This formula is exemplified as:

$$(A-D \text{ solutions}) \times (\text{client appointments}) \times (\% \text{ of client needs}) = \$ (\text{revenue generated})$$

Typically, Integrators in this traditional model do not work to build or leverage [continue reading...](#)

[View Calendar](#)

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Group: 1nService, Inc.

or

Amanda Shaw 1nService

We're on Twitter



<http://twitter.com/1nService>

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