

Welcome to this Presentation of the Control System Integrators Association (CSIA)

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The History of CSIA and Major Milestones

1990 - Charlie Bergman started Technical Marketing, a company that gathered statistics on system integrator companies. That collection of companies became the nucleus of CSIA. An executive council formed and selected the CSIA name, developed by-laws, objectives and membership requirements.

1993 - First Executive Conference

1994 - First Annual Membership meeting

1997 – The Best Practices and Benchmarks Manual was written by integrator members

2000 – CSIA Certified member program begins

2003 – CSIA Insurance program begins



Today!

- **~200 Associate Members (non-Certified)**
- **~95 Certified Members**
- **~55 Partner Members**
Vendors / Suppliers of automation equipment and software

What is the Mission of CSIA?

- To bring successful control system integration to the marketplace
- To improve System Integrator business practices and performance
- To provide an industry-specific forum for members to network, train, discuss common issues and share best practices
- To create recognition and demand among end-users for CSIA Certified members
- To brand “CSIA Certified” in the marketplace so that certification becomes a requirement to do business
- To increase our membership globally

CSIA Value Proposition

CSIA is committed to the development of the business capabilities of control system integration companies and their implementation of best practices in order to provide a low risk channel for the application of automation technology to their industrial clients.

Value of Membership for System Integrator Members

- 1. Annual Conference and Meeting**
- 2. Best Practices Manual**
- 3. Networking with Peers (expanded business opportunities!)**
- 4. CSIA Certification**
- 5. Standard Business Documents (Terms and Conditions, Project Risk Assessments)**
- 6. Web 2.0 website, including a private community**

Value of Membership for System Integrator Members

- 7. Industry-Specific Business Insurance**
- 8. Industry-Specific Statistics**
- 9. Sales Training**
- 10. “Find an Integrator” feature on our website**
- 11. Peer Groups**
- 12. Training Webinars**
- 13. Member Surveys**

2010 Annual CSIA Conference: Education & Networking

- **Economic Specialists: The Recovery-How Long and How Fast?**
- **Disaster Recovery – A real story about surviving Hurricane IKE**
- **ARC: Top Trends and Technologies for 2010**
- **Applying Lean Manufacturing Concepts to the System Integrator World**
- **Risk Management: How to Bring Down Your Company in a Few Steps**
- **Selling CSIA Certification to our Clients**
- **Are you selecting your customers or are they selecting you?**
- **10 Things System Integrators Need to Know about Marketing**
- **The 3 Essentials to Compensation Plans that Drive Performance**
- **Marketing: PR on a Shoestring Budget**
- **Every “Human-Rep” Needs an “Electronic –Rep”**
- **Surviving and Thriving as an SI: The Top Ten Concrete Business Tips**

Best Practices Manual & Audit for Certification: 8 Sections

1. General Management

- **Organizational Structure, Computer Systems Management, Risk Management**

2. Human Resources Management

- **Recruitment, Personnel Performance Evaluations, Training, Compensation**

3. Marketing, Business Development, and Sales

- **Marketing Plan, Sales Strategy**

4. Financial Management

- **Measures of Performance, Financial Planning, Billing Procedures, Tax Policy**

Best Practices Manual & Audit for Certification: 8 Sections (cont.)

5. Project Management

- **Contract Management, Risk Management, Scope & Change Management**

6. System Development Lifecycle

- **Internal Kickoff, Design, FAT, Commissioning, SAT**

7. Supporting Activities

- **Standards and Templates, Configuration Management (internal and projects), Reuse Library Management**

8. Quality Assurance Management

- **Project Quality Assurance, Continuous Improvement, Client Satisfaction Surveys**

The Basis and Process of the Audit to Become CSIA Certified

Understanding the audit process is key to understanding its value!

- The Best Practices Manual is the basis for the audit questions
- The manual has about 300 criteria, each being a question followed by guidelines to accomplish a positive response to the question
- 76 of the 300 criteria are considered most critical for the operation of a system integration company so they make up the audit
- The integrator prepares for the audit by implementing the guidelines in the Best Practices Manual for the 76 criteria in the audit
- The integrator contracts with a CSIA auditor to perform the audit. The auditor requires evidence of compliance with Best Practice guidelines.
- With a passing score, the integrator member is now *CSIA Certified*

The Value of being a CSIA Certified Integrator Member

- **Improved business operations which results in:**
 - **peace-of-mind for top managers and owners**
 - **improved sales**
 - **sustainable growth**
 - **the probability of increased profitability**
- **Marketing advantage! CSIA Certification is a differentiator.**
- **More owners and end-users are beginning to require CSIA Certification to bid projects**
- **The opportunity to be highlighted on Partner member websites as CSIA Certified and be in the top-tier of some Partner member integrator programs**

The Value of CSIA Certified Members to End-Users (clients)

- **Selecting a system Integrator to work with is made easier when a CSIA Certified integrator is amongst the choices. Analogies:**
 - **When selecting between a licensed electrical contractor and one that is not licensed, which would you select?**
 - **When selecting between a UL Listed device versus one that's not UL Listed, which would you use?**
 - **So if you're an end-user selecting an integrator, one is CSIA Certified and one is not, which would you choose?**
- **Working with a Certified Member, or an Associate member working towards certification, reduces the risk of project failure and increases the probability of successful projects.**

The Value of CSIA Certified Members to Automation Vendors

At the end of the day, both Integrator and Partner Members want nothing more than for their customers to be satisfied!

- **CSIA Certification focuses on business practices, so it compliments the technical requirements of Partner's service provider programs**
- **CSIA Certification enables Partners to easily identify the top system integrators and thereby align with them**
- **CSIA Certification is the foundation for long-term integrator viability, so Partners are reasonably sure they'll be around for a long time**
- **CSIA Certified integrators increase the probability of the Partner's technology being represented properly**
- **CSIA Certified integrators reduce the risk of project failure**



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