

# WE ARE THE **CompTIA** COMMUNITY

February 13, 2024

Combined Interest Group Call, ANZ & ASEAN

**Presented by:** Maria Armstrong, PAX8 &  
CompTIA Community ANZ Vice Chair



The **CompTIA Community** is the membership arm of CompTIA, a nonprofit trade association advancing the global interests of IT professionals and companies.

The CompTIA Community provides technology companies with a vendor-neutral gathering place where you can build a trusted community of peers, give back to the industry, and access the resources and tools you need to build a thriving business.

Together, we are the **CompTIA Community**.

WE ARE THE  
**CompTIA**  
COMMUNITY

**JOIN OUR GLOBAL COMMUNITY OF TECH-FORWARD PROFESSIONALS**

# REGIONAL GROUPS

CompTIA.  
COMMUNITY  
North America

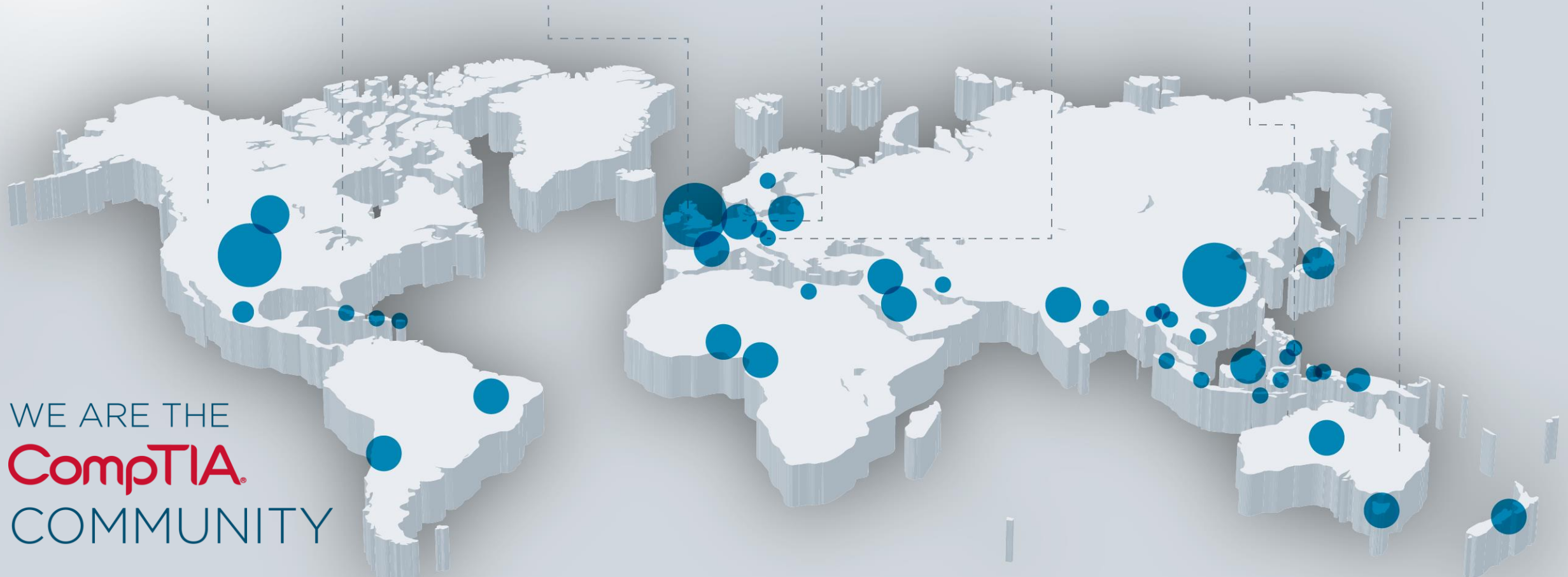
CompTIA.  
COMMUNITY  
UK & Ireland

CompTIA.  
COMMUNITY  
Benelux

CompTIA.  
COMMUNITY  
DACH

CompTIA.  
COMMUNITY  
ASEAN

CompTIA.  
COMMUNITY  
ANZ



## OUR MEMBERSHIP ACROSS THE GLOBE

# Executive Council



Aaron Jacobs  
Sophos



David Norris  
Nortec IT  
**Chair**



Dean Calvert  
Calvert Technologies



TBA  
NZ ?



Kareem Tawansi  
Solentive



Kelly Johnson  
(Arrow) > TBA  
**C Cybersecurity**



Maria Armstrong  
Pax8  
**Vice Chair**



Nick Clift  
Tenassia



Scott Atkinson  
Tribetech  
**C MSP**



Scott Green  
Aportio



Shaun Witherden  
Kaseya



Warwick Grey  
Entek. Ltd, NZ  
**C Emerging Tech**



# Interest Groups (Committees)



**Kelly Johnson**  
(Arrow) > TBA  
**C Cybersecurity**



**Stu Applegate**  
ConnectWise  
**VC Cybersecurity**



**Warwick Grey**  
Entek. Ltd, NZ  
**C Emerging Tech**



**Ryan Spillane**  
360 Consulting Pty Ltd  
**VC Emerging Tech**



**Scott Atkinson**  
Tribetech  
**C MSP**



**Debbie Ireland**  
Digital Workplace Results, NZ  
**VC MSP**

**Chairs** are all members of the ANZ Executive Council.

**Vice Chairs** are volunteers from our member community

# Executive Council



Alex Anketell  
Barracuda



Eng Hai LEE  
Smarter.com.my



Hai Leng TAN  
HPE



Hari Tharmakumar  
Microsoft



Hitan Mehta  
Acuutech



Jim Wagstaff  
Noodle Factory



Jin Chong  
itsupport.sg



Keith Choy  
Couchbase



Lawrence Chua  
Fujifilm



Michael Tea  
Google  
Vice Chair



Shane Han  
Sophos  
Chair



Shaun Lee  
Nanyang Tech Pte. Ltd

- ✓ Peer Guidance
- ✓ Safe Space for Sharing
- ✓ Vendor Neutral
- ✓ Confidence Building
- ✓ Giving Back
- ✓ Efficiency
- ✓ Access to Resources
- ✓ Influence Industry Standards
- ✓ Reduced Isolation
- ✓ No Sales Pitches
- ✓ Networking Opportunities
- ✓ Leadership Development
- ✓ Collaboration
- ✓ Continuous Learning
- ✓ Career Advancement

## Why CompTIA Community



**Over 3,600 Threat Reports**  
**800 Cyber Forum Users**  
**CyberWeekly Podcast**  
**Monthly Unscripted Meetups**



**Over 800 Organizations**  
**25 Countries**



**Guidance to help MSPs navigate  
a security incident**





Cyber Forum

ISAO Monthly  
Meetups

Platform  
Integrations

Sharing Best  
Practices

Industry Thought  
Leadership  
Opportunities

Sophos X-OPS  
Intellix

Splunk  
Intelligence  
Management

Security  
Scorecard

Marketplace  
Differentiator



**Benefits of the CompTIA ISAO**

Solution Provider

Vendor

Distributor

Associate

MSP/VAR/Reseller/IT  
Support

Provider of hardware,  
software or services to  
the Channel

Provides vendor  
products to the Channel

Company that does not  
fit into other categories,  
typically provides  
consulting services

## Membership Categories

- CompTIA ISAO included
- Unlimited complimentary attendance to all our events
- Interest Groups – online meeting only to discuss certain topics
- Access to our business resources, training and research
- Join communities, Interest Groups & Discussion Groups
- Optional – Nominate yourself to serve in a volunteer leadership position
- 15% discount on our Certifications and discounts on learning material to skill up staff
- Company Membership Cost **for MSP Companies** only =
  - \$249 USD (discounted from \$450 USD for ANZ Region, will be \$450 USD in 2025)
  - \$0 USD (complimentary for one year, as ASEAN is a new community, using promo code **ASEANPromo**, will be \$450 USD in 2025)
- **Mentoring Program – New in 2024!** Scan the QR Code to learn more.

### Trends to Watch 2024



Download Trends to Watch report



## Solution Provider Benefits



- Complimentary exhibition booth at ChannelCon (US) or EMEA Conference (option to pay for 2<sup>nd</sup> booth)
- Unlimited complimentary attendance to all our events
- Member Directory to find connections
- Add logo, description and link to website on our site
- 55-word advert in our quarterly newsletter
- Business training and education for staff and partners
- Join Communities & Interest Groups
- Optional - Serve in a volunteer leadership position
- Access to our business resources and research
- 15% discount on our Certifications and discounts on learning material to skill up staff
- CompTIA ISAO (additional fee depending on annual revenue)



## Vendor/Distributor Benefits



| Revenue             | 2024 Company Membership Dues | Cybersecurity ISAO Add On | ChannelCon or EMEA Showcase |
|---------------------|------------------------------|---------------------------|-----------------------------|
| \$50M or more       | \$5,500 USD                  | \$10,000 USD              | Yes                         |
| \$10M – under \$50M | \$2,750 USD                  | \$5,000 USD               | Yes                         |
| \$5M – under \$10M  | \$1,375 USD                  | \$2,500 USD               | Yes                         |
| Under \$5M          | \$675 USD                    | \$1,250 USD               | No                          |

## Vendor/Distributor Annual Dues

- Complimentary exhibition booth at ChannelCon (US) or EMEA Conference (option to pay for 2<sup>nd</sup> booth)
- Unlimited complimentary attendance to all our events
- Member Directory to find connections
- Add logo, description and link to website on our site
- 55-word advert in our quarterly newsletter
- Access to our business resources and research
- Join Communities & Interest Groups
- 15% discount on our Certifications and discounts on learning material to skill up staff
- CompTIA ISAO (additional fee)
- Company Membership Cost = \$1,000 (without booth)/\$1,375 (with booth)



## Associate Benefits

## Networking

Free &  
Unlimited Event  
Attendance

Regional Groups  
& Councils

Regional Group  
Meet Ups

Webinars &  
Virtual Meetings

## Industry Insights

Business  
Education

Podcasts, Blogs,  
Newsletters

Research &  
Content

Member  
Learning Portal

## Business Tools & Resources

ISAO Access

Marketing Toolkit

Emerging Tech

Toolkits  
& Sprints

## Certification Discounts

15% Discount

Discounts on  
CertMaster  
Practice

Discounts on  
CertMaster Learn

Discounts on  
Materials

## Branding & Visibility

ChannelCon/  
EMEA Booth  
(VDA membership only)

Website Listing  
(VDA membership only)

Newsletter Ads  
(Not for Solution  
Providers)

Volunteer  
Leadership  
Opportunities



# THE VALUE OF MEMBERSHIP FOR ALL STAFF



- Member companies and all staff have access to meetings, meetups and Spotlight Awards dinners at no charge.
- If you are travelling to the USA or Europe when ChannelCon or EMEACon are on, you can also attend those events without any registration cost.
- Online portal resources – let's take a look
- **Upcoming dates:**
  - Feb 26, Meetup in person in Christchurch
  - March 5, Our next online Interest Group call, ISAO in more detail
  - April 15, 16 & 18, Meetup in person in Malaysia, Singapore & Thailand

## What's next?



- **Profile**
  - Download a certificate.
  - Manage adding staff. Contact [membership@comptia.org](mailto:membership@comptia.org) for assistance.
- **Industry Education**
  - Numerous Training Sprints to consume, most are under 1 hour.
- **Resource library**, including a Marketing Toolkit for MSPs, [Industry Trends](#) tile so the 2024 report comes up.
- In **Directories**, search a list of member companies, in any country.
- **ISAO**. If you're a paid-member MSP, you should go here and sign up. Distributors, Vendors and Associates pay an optional additional fee for this benefit.
- **Forums**, head to All Forums/Online Discussion Groups/Events & Meetings for a [PDF of these slides](#). Registered Users can access this section without a paid membership. Other groups are for paid members only.
  - Download the **CompTIA Community App**. Available on Apple and Android.



CompTIA Community  
Leading Technology Association

Open

CompTIA, Inc. Business

# CompTIA Member Portal tour



### **Membership & All Benefits related questions?**

- Not sure which member category your company fits into?
- I tried to register but ran into a problem...
- Does my membership give me access to...?
- Is my company a member?

**Email:** [Membership@comptia.org](mailto:Membership@comptia.org)

### **Events in ANZ and ASEAN Region**

Email: [rstamell@comptia.org](mailto:rstamell@comptia.org)

### **Today's content:**

A PDF of this content will be posted in the Online Discussion Groups open to Registered Users & Members

[Events & Meetings | CompTIA Community](#)

**Thank you!**