

ActionNet solutions are built on **People, Innovative Processes, Technology and Partnership.** ActionNet has established an outstanding track record of creating continuously forward-looking, cost-effective IT solutions, meeting such Federal mandates as 'Cloud First' initiatives. Our ActionNetCloud™ family of service offerings include:

- **ActionNetDesk™**
- **ActionNetAgile™**
- **ActionNetHosting™**
- **ActionNetMobility™**
- **ActionNetCyber™**
- **ActionNet360™**

For a complete list of ActionNetCloud® Solutions, visit [www.actionnet.com/Solutions/ActionNetCloud.asp](http://www.actionnet.com/Solutions/ActionNetCloud.asp)

ActionNet's Core Values center on Customer Service, Employee Growth and the Quality of our Work. We continually invest in our people and our capabilities with a continual process improvement focus based on ISO 20000, ISO 27000, ISO 9001, HDI and CMMI® Level 3. We are proud to have many certified staff:

- 500 ITIL Certified
- 100 PMP Certified
- 80 DoD 8570 Compliant
- 35 ScrumMasters
- 24 AWS Certified Technical

The key to successful transformation into a performance-based, customer-focused organization is clearly defining the current state of the organization and building a detailed roadmap for improving service delivery.

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## ActionNet Expands Offices in VA, MD & TX

On November 1, 2016 ActionNet announced the expansion of its existing office presence in Vienna, VA and Baltimore, MD, as well as new office space in San Antonio, TX.

ActionNet provides a full range of innovative IT Support Services and Solutions to over 12 Cabinet-level agencies as well as other Regional Federal & Local Agencies.

"Customer Service is our #1 Priority. ActionNet continues to establish strategic locations that facilitate our ability to work in close proximity to our customers. "Think Global, Act Local and Move Forward," said Ashley W. Chen, President & CEO.



6th Floor Expansion



San Antonio Office

In the 1st quarter of 2016, ActionNet expanded its HQ space and took over the entire 6th Floor:

In the 3rd quarter of 2016, ActionNet grew its Baltimore office presence, taking over the entire main building, as well as expanding into the neighboring building, 3108 Lord Baltimore Drive.

In the 4th quarter of 2016, ActionNet continued the expansion and opened a new Texas office in San Antonio - 18756 Stone Oak Parkway, Suite 200 San Antonio, TX 78258.



Baltimore Expansion



**Wear Pink!** was an ActionNet Breast Cancer Awareness initiative, combed with the HQ October Birthday Cake Celebration.

ActionNeters were asked to wear something pink and donate whatever \$ amount they could on 10/14/2016. ActionNet matched the amount 100% and donated the money to The American Cancer Society to help in the fight to save lives by promoting early detection and

prevention, funding groundbreaking research, and giving patients support wherever and whenever they need it. Because of the passion of ActionNeters, **Wear Pink!** helped in the fight to create a world free from the pain and suffering of breast cancer.

The American Cancer Society is working to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage so the disease can be stopped from taking lives. There were several great reasons to wear pink that day:

- Having fun with colleagues, friends and family.
- It was an easy way to raise money to fund cutting-edge research
- It helped the fight to ensure no one dies from breast cancer by 2050!



Turning **VISION** into **ACTION®**

## Turning Vision Into Action

By Ashley W. Chen, Founder, President & CEO

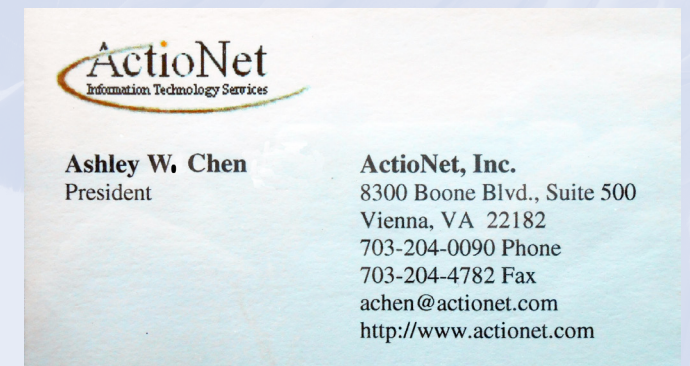


**O**n January 1, 2017, sitting on the plane back from beautiful Kyoto, Japan to Washington DC, my memories took me back to the Thanksgiving Eve in 1997 where the "Turning **VISION** into **ACTION®**" journey began...

I was reading "Action Without Vision is a Nightmare...Vision Without Action is Only a Daydream...", as stated by a Traditional Japanese Philosopher. It struck me like lightning – Take Action Now! I jumped out of bed, reached for my wallet, paid \$35 to reserve the [www.actionnet.com](http://www.actionnet.com) domain name and registered ActionNet, Inc. with the State of Virginia the very next day. ActionNet was officially born on January 7, 1998.

At the beginning, I had to learn to do everything myself since I could not afford anyone or anything, starting with the design of the first ActionNet Logo, Business Card, Marketing Materials and Web Site. Here you can see the first ActionNet Business Card:

Humble beginnings indeed...



### PRESIDENT'S NOTE

Dear Friends,

As ActionNet celebrates its 19th Anniversary in January 2017, we have much to be proud of and thankful for. Our commitment to our ActionNeters, Customers and Community remains stronger than ever.

In this issue of ActionNews, we reflect back on our Journey and share our ActionNet 2020 Initiative.

Thank You for being part of our journey of of **Turning Vision into Action®**. Wishing you and your family a Happy, Healthy and Prosperous 2017!

**Ashley W. Chen**  
President & CEO

### IN THIS ISSUE

- 2020 Vision and Taking Action ..... 2
- ActionNet Expands Offices in VA, MD and TX ..... 4
- Take Action Wear Pink . . 4





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**“If 2016 taught us anything, it was that conventional wisdom and thinking ... has been questioned like no other time in recent memory.”**

# 2020 Vision and Taking Action

By Jeffrey D. Abish, EVP & CIO

**A**s we move forward into 2017, the characterization and flavors of the collective challenges of our industry are refined or rebranded to some extent, but they continue to boil down to the fundamental elements of people, process and technology. If 2016 taught us anything, it was that conventional wisdom and thinking (aka the “Status Quo”) has been questioned like no other time in recent memory. Change can be unsettling, but it also represents unique opportunities for transformative thinking and breaking mindsets.

Getting back to the fundamentals, at ActioNet, our focus for the past 19 years has been **“Turning VISION into ACTION®”**.



## 2020 Vision

Vision can be defined as both seeing what is in front of you, as well as having strategic and transformative direction for the future. In our Fall 2016 Edition of ActioNews, Mike Genebach, our SVP & CSO, shared our ActioNet 2020 Initiative and our goals of doubling in size by the end of 2020. Indeed, strategic planning isn’t an “event”, it is a sequence of activities requiring diligence and discipline. In order to achieve ambitious goals, it does “take a village” with everyone’s participation in embracing change and the many challenges as they occur.

Starting with good people and rigorous, defined and repeatable process, ActioNet always looks at ways to do things better and optimize, further fueling our ability to be agile, flexible and responsive to the needs of our customers and employees. In our society, our risk-reward system is often geared toward fixing “problems” quickly rather than resolving systemic issues. At ActioNet, we focus on true “Root

Cause Analysis”.

From a technology perspective, ActioNet was an early adopter of Cloud-based and mobile technologies, which led to the formal launching of our “ActioNetCloud™” family of Service Offerings.

## Action

Upon ActioNet’s founding in 1998, our initial Vision Statement started with “Take Action, Build Your Future”. Mission defines purpose and Vision describes what we want to achieve and lays the foundation for a broader strategic plan.

Achieving the goals set in the Strategic Planning phase must be backed up by Tactics, which are the very “Actions” that are necessary to carry out the strategy. Strategies are a combination of a number of tactics with the involvement of several different people, all working toward reaching a common goal. Execution is where the rubber meets the road.

# Turning Vision Into Action continued from page 1

Throughout the years, I became very proficient in the entire Business Life Cycle including Marketing, Branding, Business Development, Customer Relationship Management, Accounting, Finance, Human Resources, Recruiting, Proposals, Pricing, Contract Management, Training, Project Execution, etc. through DIY (Do It Yourself). Business, as in life itself, has many bumps, obstacles and forks in the road along the way, but persistence and determination paid off.

The words “can’t”, “won’t” and “don’t” were not in the vocabulary. Every day I am still learning, exploring, and doing something “Mission Impossible” ☺

Building on our ActioNetCloud™ foundation, ActioNet’s Cloud Services Team, working in conjunction with engineers from ServiceNow, began a proof-of-concept designed to establish a new ActioNetCloud™ Services offering. Taking advantage of our own ActioNet Innovation Center (AIC) facility and its resources, the combined team installed and configured a multi-functional instance of ServiceNow, integrated that instance with both VMware and Amazon Web Services (AWS), developed and tested four representative use cases, giving birth to an exciting new Cloud Services capability which provides higher levels of provisioning and automation.

This capability goes well beyond IT Service Management (ITSM) and extends the concept of Service Management (SM) to all functions, whether technology-based or back office supporting functions.

## Summary

When mindsets are broken, it fuels Innovation and Growth and changes the initial question from “Why? To “Why not?” This concept was eloquently stated during Robert F. Kennedy’s speech at the University of Kansas on March 18, 1968 where he paraphrased a quote from George Bernard Shaw, who

As the youngest child of a traditional Chinese family where Education was heavily emphasized, my late father sent me to the US to start my college education right after High School. From a young lady on a small island in the Pacific Ocean to an Entrepreneur in the Greatest Country in the world, I have so much to be Thankful for! Dad, you were and always will be my Sunshine!

My passion will continue the Journey of **Turning VISION into ACTION®**, supporting our Customers and the Careers and Dreams of our many ActioNeters around the World!

once wrote, “Some people see things as they are and say why? I dream things that never were and say, why not?”

Transformation is an evolutionary process, requiring investment and cost recovery strategies, resulting in a reduction of spend in areas such as IT asset recapitalization and O&M labor. We continue to evolve from technician-oriented skills performing manual tasks to architectural and complex analytical skills, which are required for the governance of multi-provider IT environments that encompass the expectation of seamless integration and interoperability.

At the end of the day, as our Customers’ IT integrator, all of us at ActioNet are ultimately responsible for Service Delivery that is simultaneously highly available, reliable, responsive, and, comparably, less expensive.

At ActioNet, we live and breathe Continuous Improvement, Innovation and Investment in our People, our Processes and Technology, further fueling our Vision for the Future. Even with 2020 Vision, we all need to check that Vision periodically to make sure we stay focused and on course to achieving our goals as we set the bar higher each year.

**“When mindsets are broken, it fuels Innovation and Growth and changes the initial question from ‘Why’ to ‘Why not?’”**

