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DQ Channels Solutions for Solution Providers

CyberMedia

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PARALLEL IMPORTS: Good, Bad, or Ugly?

Double edged sword for consumers. No clear laws. The jury's out on parallel imports.

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Meticulous planning is the key
No looking back for Arun Managave
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Jatyanthi Sethuraman
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Dil to Baccha hai j
Rajesh Mathkar
CEO, Weptek
System Technologists

No need to SWITCH on TV
Now, watch favourite TV shows on PC/LED monitors

Superior Technology for Better TV Clarity

CLAROTV

Small text at the bottom of the advertisement containing contact information for various regional offices and a website URL.

-DQ Channels, launched in 1999 is a fortnightly edition to provide a platform for channel partners and vendors to put forth their views & opinions on IT industry happenings .

-DQ Channels keeps the Solution Providers well ahead of times in providing vital statistics , trends, future of the industry , challenges, views, features,interviews,& best practices of the industry .

Print



Online



Newsletter



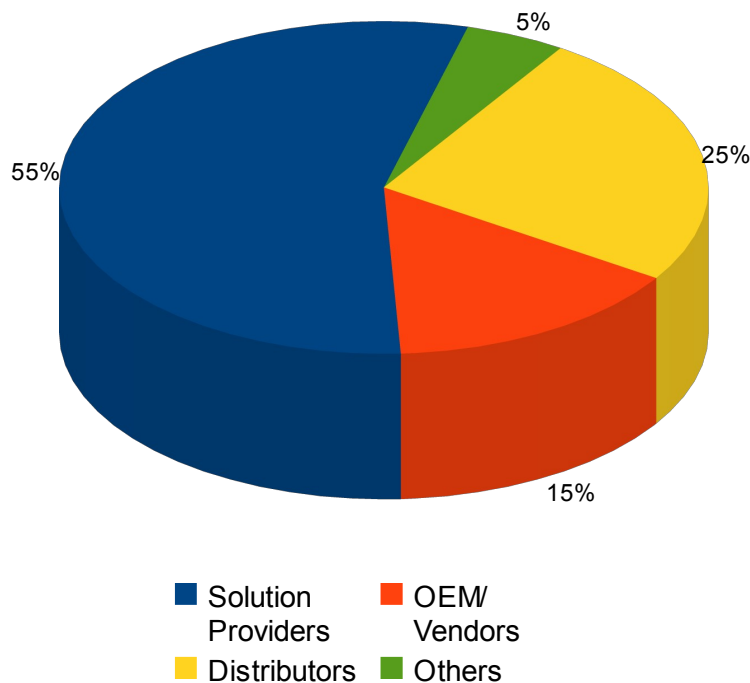
Event

360° media approach

Since 1999 our media products and services have been seen as the most credible resource on Solution Providers/ System Integrators community

-We provide integrated marketing solutions that help technology marketers manage channel strategy and accelerate technology sales.

- Our mission is to provide world-class editorial coverage, research, consulting, events and marketing services for vendors in the technology industry.



Audience Profile:

- Owners/CEO's from solution providers
- Sr & Middle management from vendor community

Audience Category:

- Solution Providers -System Integrator, Security Integrators, Network Integrators, Security Integrators
- Distributors – ND's, RD's& SubDistis
- IT Vendors.

Readership – 64,400 fortnightly
Circulation - 27,600 (Regular)
Circulation - 29,900 (Special)

Perspective

Detailed analysis of any topical trend while taking an overview from the solution providers, channel partners, as well as vendor.

Spotlight

Analysis of any topical news event impacting the channel industry.

Cover Story

A mix of perspective and spotlight talking about any topical trend as well as news events.

Success Story

Profiling the solution providers across the regions with a focus on their journey to success.

Best Deployment

These are case studies highlighting the implementation /deployment undertaken by solution providers for their customers.

Rapid Fire

A soft section touching down the personal lives of solution providers and collating every information apart from their work.

Contd

Women Power

Looks at the journey of the leading women in the IT and channel industry seeking information on their job role , background, hobbies, etc

Channel Tree

This section seeks information on the channel structure and business model of any vendor company operating in India.

CEO Speak

Interview of the chairman/Founder and CEOs of any vendor company.

Channel Chief

Interview of the channel heads of any vendor company.

Guest Gyan

Interview of the visiting/foreign executives of any vendor company.

Channel News

Channel and industry related news, appointments, partnerships and product launches.

Special Issue	Month
Channel Satisfaction Survey	May
Gold Club	July, August & September
Solution Champs	December
Best Deployments	March

Channel Satisfaction Survey- May

- It is the most revered and respected survey conducted amongst 650 partners of the channel industry .
- It surveys across more than 20 categories (first time in India) & identifies vendors who satisfy most of the distributors/resellers and solution providers



Gold Club(Formerly Silver club) – July, Aug, Sept

- Gold club profiles India's Top 50 Solution Providers (Vol.1,July), Top 50 Distributors (Vol.2, August) and Top 50 Emerging SP's / Distributors (Vol.3,Sept.) on the basis of their business revenue.
- The issue Includes the success mantra, the winners adopted to be successful.
- It is a comprehensive guide on 100 System integrators & 50 Distributors.

Solution Champs - December

- Solution Champs highlights the Top10 Solution providers /System Integrators across 15 technology areas that are indispensable for Enterprise and SMBs.
- A single source of diverse technology information, the issue is trusted and widely referred to look at the future technologies .

Best Deployments Dossier March

- This case study special issue is a collection of highly successful deployments undertaken by the tier 2 & 3 solution providers in the country.
- It is an anthology of success stories of 50 solution providers .

SP Summit

Started in 2006, SP Summit is the first & only event that brings together the country's Top 100 solution providers to share their achievements, resolve challenges & discuss strategies for growth.

Audience Category :

- System Integrators
- Network Integrators
- Application Providers
- Value added Resellers

- SP Summit is a 8 year old Annual Event that brings the country's Top 80 System Integrator, Network Integrator, Application Providers & Value Added reseller on one single platform
- The SP Summit has been spreading its magic across new locations every year. Starting its journey from **Madh island in 2006**, it has taken wings to **Star Cruise in 2007**, **Port Blair in 2008**, **Kathmandu in 2009**, **Bangkok in 2010**, **Kuala Lumpur in 2011** and finally **Colombo in 2012**.
- The 3 days offsite unfolds with Get togethers, Networking sessions, theme based chat session and concludes with an award ceremony for the Best Solution Providers across different categories.

I really appreciate your efforts in making this event a grand success. Attending the DQ Channels SP Summit is in a MUST TO DO List every year.

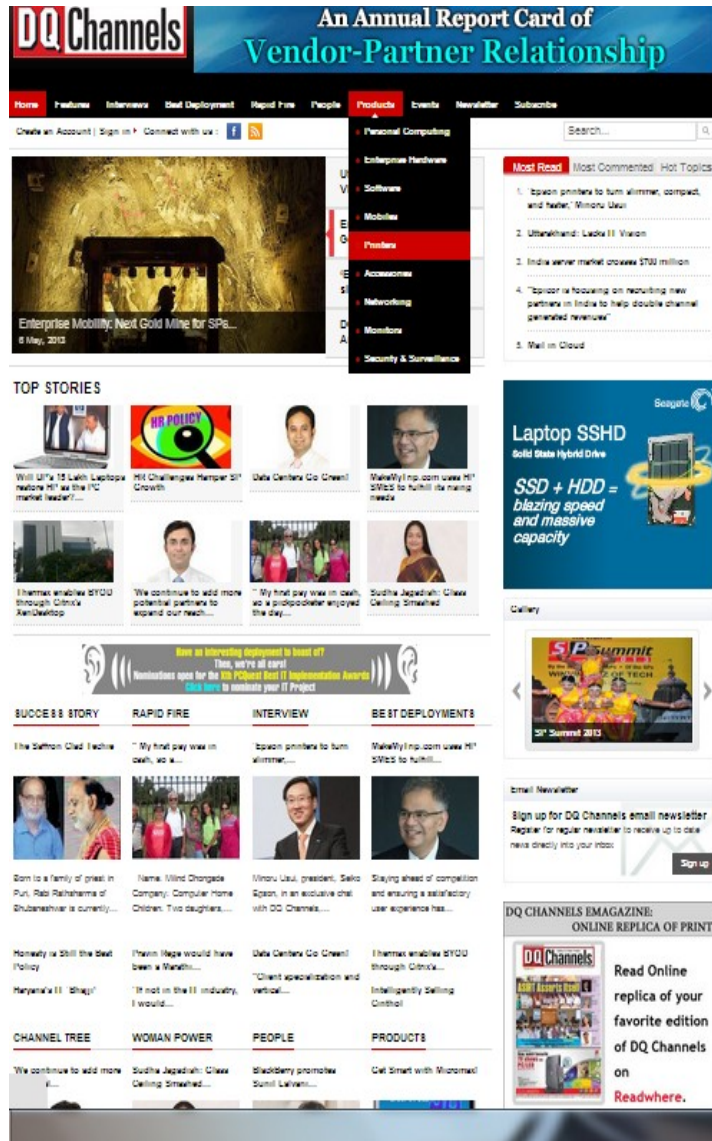
RS Shanbhag, Valuepoint Technologies, Bangalore

The SP Summit at Kathmandu was surely quality time spent with the fellow SP's from pan India and besides that the panel discussions were involving, interactive and well moderated. The freshness in the air of Kathmandu will definitely facilitate continuous innovation amongst solution providers. At these times of negative sentiments being all pervasive, this channel rendezvous would go long way in charging the respective batt

Saket Kapur, Managing Director, Green Vision

Not only was the Summit a learning experience but also an eye opener and a tonic to pace our business for years to come. It is always my pleasure to be a part of the SP Summit and I feel that even if I have to close the organisation for three days, I should attend and learn from my fellow solution providers.

Satpal Singh, DS Data Spec, Chandigarh



Pageviews: 1,00,000/Month

Leading Website dedicated to the solution providers providing the vital statistics, trends, future of the industry, challenges, views, features, interviews, & best practices of the industry

Over 10,000 community interaction being held on the website every month.

It is the most interactive platform for the solution providers to discuss their views and opinion on the latest news and analysis.



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Sales Enquiry	Monica Chawla	+91 98-7100-8899	c.monica@partner.samsung.com

Database : 39,200

It is a perfect vehicle, reaching out to the opt-in database to build awareness and promote product launches.

Benefits Include:

- Direct reach to the audience generating quicker responses
- Ability to personalize based on the audience.
- Potential to spread to others in the form of viral campaigns.
- A cost effective tool.

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Database : 30,000

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To Tax or Not to Tax

Over the years, after a persuasive and determined battle to bring parity in software taxation, the government recently introduced a circular with regard to taxation. With the changes brought in taxation policy, it is bound to impact the industry. In times to come and as the industry starts to put into practice the policy, the companies will understand the nuances and the impact...

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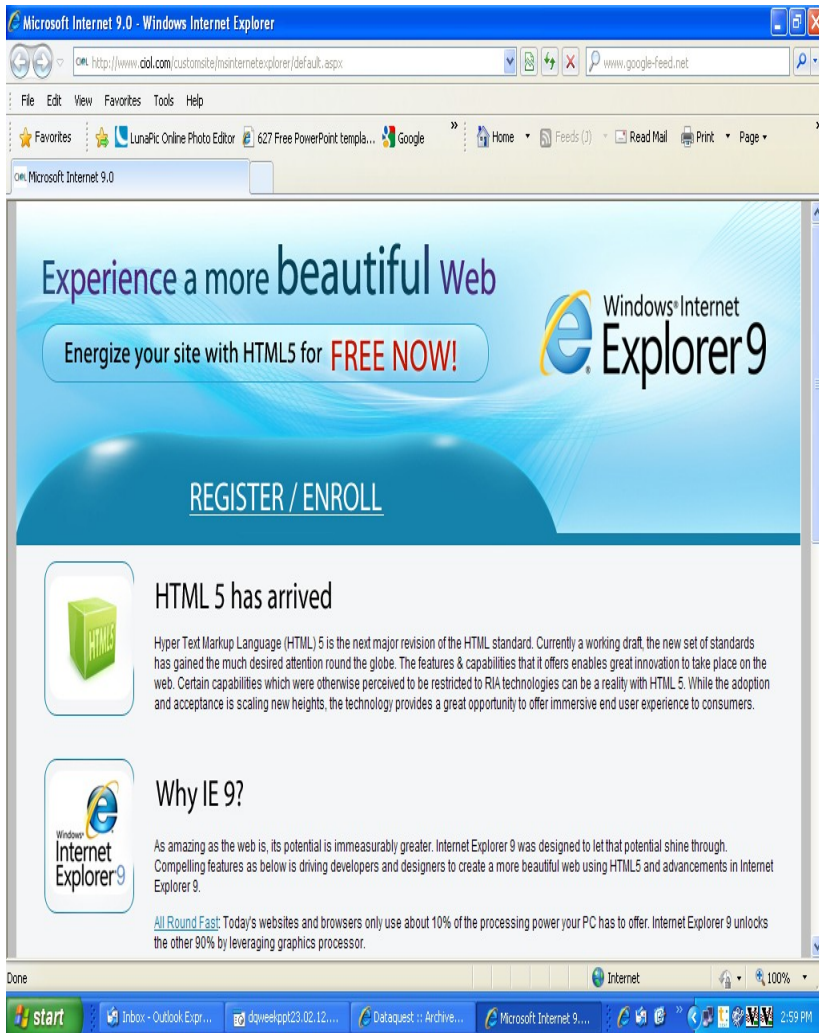
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DQ Channels This Week : Delivered Every Monday, gives the brief overview of the latest happenings ,analysis, plus hot topics related to solution providers market and much more.

DQ Channels,Weekend Leisure :Delivered every Friday ,gives an informative note showcasing the lighter side of the owners of the solution providers company .

Benefits:

- Map your product message to the relevant audience.
- Visibility of your brand to a targeted audience.
- A critical part of your media mix to sustain a uniform frequency of your messaging to drive home the product value.



This is an exclusive online platform to showcase your solutions and reach specific audience.

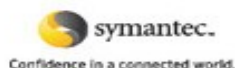
Gives your customer the relevant information and generates expressions of interest.

Benefits Include:

- Reaching out to the target audience.
- Building brand and product awareness thus leading to expressions of interest.
- Extensive promotion ensures reach to the targeted audience.
- Updating decision makers on the technology / solution.



PATRONS & ASSOCIATES



and more...



Solutions for Solution Providers

Channels

Thank You !!!