



**Since 1999**

**[www.dqchannels.com](http://www.dqchannels.com)**





- Launched in 1999, a fortnightly edition to provide a platform for System Integrators, ISVs, Channel partners and vendors to put forth their views & opinions on IT industry.
- Keeps the System Integrators, ISVs, Solution Providers well ahead of times with vital statistics, trends, challenges, & best practices in IT.

### **Audience Profile:**

Owners/CEOs of System Integrators, ISVs and solution providers. Sr & Middle management from vendor community.

### **Audience Category:**

- Solution Providers -System
- Integrator, ISVs, Security Integrators,
- Network Integrators.
- Distributors – NDs, RDs & SubDistis
- IT Vendors.

**Readership** - 64,400 (Fortnightly)

**Circulation** - 27,600 (Regular)

**Circulation** - 29,900 (Special)

**Perspective:** Detailed analysis of any topical trend impacting solution providers, channel partners, as well as vendor.

**Spotlight:** Analysis of any topical news impacting the IT industry & the channel.

**Success Story:** Profiling the solution providers across the regions with a focus on their journey to success.

**Best Deployment:** Case studies highlighting the implementation /deployment undertaken by solution providers for their customers.

**Rapid Fire :**Humorous take on the personal lives of solution providers.

**Women Power:** Looks at the journey of the leading women in the IT and channel industry.

**Channel Tree:** Explains the channel structure and business model of any vendor.

**CEO Speak/ Vendor Speak:** Interview of the chairman/Founder and CEOs of any vendor company.

**Verticalization:** Focuses on the tech solutions available form SIs and ISVs for a particular micro vertical.

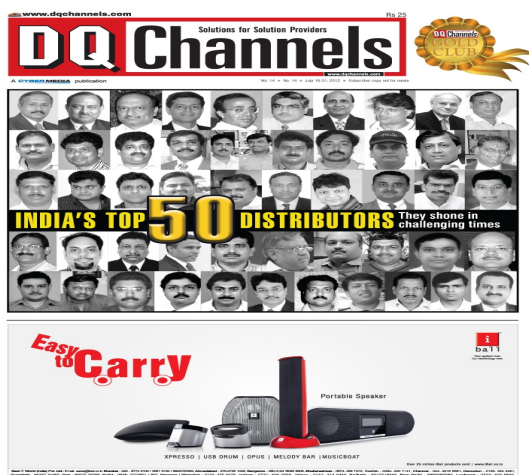
**OUR EDITORIAL STRENGTH**  
**STRONG, SUBSTANTIAL, POWERFUL & INTENSE**

<b>Channel Satisfaction Survey</b>	<b>May</b>
<b>Gold Club</b>	<b>July, August &amp; September</b>
<b>Solutions Champs Special</b>	<b>December</b>
<b>Best Deployment Casebook</b>	<b>March</b>



## Channel Satisfaction Survey- May

- Most revered and respected survey conducted amongst 650 partners of the channel industry.
- Surveys 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

- Profiles India's Top 50 Solution Providers (Vol.1,July), Top 50 Distributors (Vol.2, August) and Top 50 Emerging SPs / Distributors (Vol.3,Sept.) on the basis of their revenues.

**SOLUTION CHAMPS**

ENTERPRISE MOBILITY, DATA CENTER OPTIMIZATION, MANAGED SECURITY SERVICES, NETWORKING SERVICES, INFRASTRUCTURE MANAGEMENT, SECURITY & SURVEILLANCE, NETWORK STORAGE, STRUCTURED CABLING, CLOUD COMPUTING, MANAGED PRINT SERVICES, BUSINESS-INTELLIGENCE, ENTERPRISE SOFTWARE, POWER MANAGEMENT SERVICES

**NEW ARRIVALS**

**Baton**

**NEW MINI TRUCK Smart Router**

**NEW MINI ADSL2+ Broadband Router**

**BEST DEPLOYMENT**

For more case studies log on to [www.dqchannels.com](http://www.dqchannels.com)

**Education @ Speed of Thought**

Hyderabad University chose an Allied Telesis advanced solution to provide them with the high performing network they needed

Allied Telesis deployed a 10 gigabit backbone, and a secure and resilient network solution for Hyderabad University to meet all its requirements in networking and for the next generation of online applications. The University of Hyderabad (UoH), one of the major providers of higher education in India, is a premier institution of post graduate teaching and research. UoH also known as Hyderabad Central University or HCU, was established by an Act of Parliament on October 2nd, 1974, with Prof Gurukul Singh as its first Vice-Chancellor. It has since emerged as a leading center of teaching and research. UoH is largely devoted to postgraduate studies and is widely known for its excellence in research, and for its distinguished faculty. The large campus, located near Gachibowli, the IT hub of Hyderabad, has immense biodiversity and is home to over 75 varieties of bird, problem, as well as multiple points of failure which created a lack of reliability. There was no equipment identification or centralized management, so it was becoming a challenge for the services administration to manage. And with no endpoint security, the network was exposed for the increase of Internet capable devices that are converging on modern networks.

**REQUIREMENTS**

Hyderabad University required a highly reliable and robust network, that would reliably handle the convergence of the many online systems and applications on campus. They also needed a comprehensive VPN network to provide students with easy and secure access to online resources. The new network was to be a converged campus-wide solution, with 10 gigabit fiber

a network that could meet their needs today, as well as be prepared for next generation technologies.

Allied Telesis took all of these requirements into consideration as part of their consultation and planning in conjunction with Hyderabad University, and have provided a flexible and comprehensive solution.

**SOLUTION**

Hyderabad University chose an Allied Telesis advanced solution to provide them with the high performing network they need. "Our number one priority is to provide a great network experience to support student and faculty success, while being a cost-effective solution. We look for ways to be economical and to be great stewards of taxpayer's money, while giving the campus faculty the best experience possible. At Campus Network Facility (CNF), University of Hyderabad, a large part of our job is to build the best and most reliable network. Allied Telesis has answered us to build the best," said Pradeep, Managing, Campus Network Facility. Allied Telesis were chosen over the competition because they proposed a robust and powerful solution with industry-leading features such as Virtual Chassis (VChassis) and Ethernet Protection Switched Rings (EPSRings). They were also able to provide a cohesive product set - from the core (switch) to the modular distribution and gigabit edge switches. An industry standard command line allowed an easy to manage high-scale solution. Allied Telesis were very proactive in engaging with Hyderabad University and pro-



## Solution Champs- December

- Highlights the Top10 Solution providers /System Integrators across 15 technologies indispensable for Enterprises and SMBs.

## Best Deployments Casebook- March

- Case study special issue is a collection of highly successful deployments undertaken by the tier 2 & 3 solution providers in the country.



## **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

### **Past Cities Done:**

- |                         |                            |
|-------------------------|----------------------------|
| • Madh island in 2006   | Colombo in 2012.           |
| • Star Cruise in 2007   | • Puri in 2013             |
| • Port Blair in 2008    | • Poovar Island in 2014    |
| • Kathmandu in 2009     | • Leonia Hyderabad in 2015 |
| • Bangkok in 2010       |                            |
| • Kuala Lam pur in 2011 |                            |



**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**

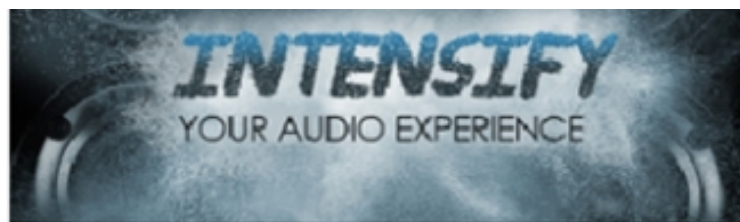


Database : 40,000

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.



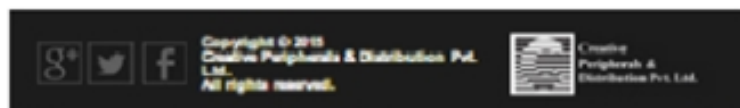
### ◎ SBS A255



- Big sound, compact system... Creative DSE design for louder & deeper playback
- Creative IPP design provides for wider acoustic sweet spot & natural sounding audio
- Largest-in-class, down-firing ported subwoofer for impressive bass
- Power switch integrated with the volume function ensures convenience

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


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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 sanity 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...

[Read more](#) [Comment](#)

### "If Rake can't, none can"

Born and brought up in Kashmir, Rake Khosla is currently working as a country manager, marketing for AIO India. An Hindu College alumni, she did her PG Diploma from IIMC and also did the ISE...

[Read more](#) [Comment](#)

### The social faces of the money makers

Generally, people feel channel partners, sitting in AC rooms, make huge profits only, with thinking much about social causes. However, this is not true. Contrary to the misconception, the channel...

[Read more](#) [Comment](#)

**DQ Channels** **SP Summit 2013** *Coming Soon!!*

### Anand Naria: 'Pioneering' Success

Andhra Pradesh is known for hereditary business. Be it Jagannathan Reddy after YS Rameswara Reddy in politics or celluloid superstar Mahesh Babu after his father Krishna, one can find a generations...

[Read more](#) [Comment](#)

### Eastern Front: The 'threat' from Kolkata

Much has been spoken about the eastern upcountry over the past 1 year about the improvements and growing market maturity in the channel ecosystem. As Shubhakar, Guwahati and some class-D cities...

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### Mohan Gupta of KG Software: A Busy Man

A simple Graduate from Delhi University, Mohan Gupta, MD, KG Software and Services had never planned to get into IT business, but he always wanted to be an entrepreneur. His journey in software...

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

## 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.

- ◆ Lead Generation
- ◆ Virtual Conferences
- ◆ Round Table
- ◆ Road Shows
- ◆ Online Polls

- ◆ Custom Content
- ◆ Custom Events
- ◆ Surveys
- ◆ White Papers
- ◆ Case Studies



and more...

***Thank You !!!***