



SMB Reseller Respondent Panel

- 65,000 Panel members across 14 countries: US, UK, Germany, Brazil, India, China, Indonesia, Italy, Malaysia, Philippines, Russia, Thailand, Turkey, Vietnam
- Expansion to other countries coming in the next 3-6 months
- Panel members were recruited using phone based strategy ensuring proper screening and an effective sampling to get targeted respondents
- Real time access to online reports for active surveys
- Quarterly update of panelist profile via phone follow up
- Phone based recruitment strategy ensuring proper screening and an effective sampling to get targeted respondents
- Panelists do not participate in more than one survey in a 6 week period
- Panelists do not participate in the same category research within a 3 month period
- Non-responders are removed from the panel in a systematic manner resulting in high, consistent return rates
- Continually refreshed with new panelists, Contact information updated during each interaction
- Focus on offering secondary research based reports (covering areas of respondent interest) as incentives
- Policy of no cash incentives attracts only serious panelists that give intelligent and honest opinions/information
- Low attrition due to a greater emphasis on customer service

Country	US	UK	Germany	Brazil	India	China	Indonesia	Italy	Malaysia	Philippines	Russia	Thailand	Turkey	Vietnam
65,000 Panel members	15,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000

Business/Trading Name	Classification	Website	IT	TELECOM	National/Regional/Export Split
AGARWAL SYSTEMS CONSULTING	SPECIALIST	www.agarwalconsulting.com	X	X	100%
ARHANT INFO SOLUTIONS PVT LTD	SPECIALIST	www.arhant-inf.com	X	X	100%
ARTEX ENTERPRISES	SPECIALIST	http://www.artex.co.uk/	X	X	100%
ARNET TECHNOLOGY SOLUTIONS INDIA PVT LTD	VAD	www.arnet.co.in	X	X	100%
BHARTI TELETECH LTD	SPECIALIST	www.bharti-teletech.net	X	X	100%
COMPLIAGE INFOCOM PVT LTD	BROADLINE	www.complianceindia.com	X	X	100%
CONFOR INDIA	VAD	http://www.confor.com/confor.html	X	X	100%
CYBERSTAR INFOCOM LTD	SPECIALIST	www.cyberstarindia.com	X	X	100%
DIGITAL WAVES PVT LTD	SPECIALIST	www.digitwaves.in	X	X	100%
ENKAR TECHNOLOGIES (INDIA) PVT LTD	VAD	www.enkarindia.com	X	X	100%
EZY INFOSOFT PVT LTD	SPECIALIST	www.ezyglobal.com	X	X	100%
HCL INFOSYSTEMS	SPECIALIST	www.hclinfosystems.com	X	X	100%
INDIA DIGITAL LIFE STYLE DISTRIBUTION PVT LTD	SPECIALIST	www.idlife.com	X	X	100%
INGRAM MICRO	BROADLINE	www.ingram.co.uk	X	X	100%
INDIAN INFOTECH PVT LTD	BROADLINE	www.indianinfotech.com	X	X	100%
IRIS COMPUTERS LTD	BROADLINE	www.iriscomputers.net	X	X	100%
IVALUE INFO SOLUTIONS PVT LTD	VAD	www.ivalue.co.in	X	X	100%
JAINA MARKETING APPLIANCES PVT LTD	SPECIALIST	N/A	X	X	100%
JUPITER INTERNATIONAL LTD	SPECIALIST	www.ji-jupiter.com	X	X	100%
KOBAN ELECTRONICS PVT LTD	SPECIALIST	www.koban.com	X	X	100%
MAXSTONE ELECTRONICS PVT LTD	SPECIALIST	www.maxstone.com	X	X	100%
MEOTERIC INFORMATIQUE LTD	BROADLINE	www.meoteric.co.in	X	X	100%
ONTRACK SOLUTIONS	SPECIALIST	www.ontrack.com	X	X	100%
REAL IMAGE MEDIA TECHNOLOGIES PVT LTD	VAD	www.realimage.com	X	X	100%
REDINGTON INDIA LTD	BROADLINE	www.redingtonindia.com	X	X	100%
SALUDA INTERNATIONAL PVT LTD	SPECIALIST	www.saluda.com	X	X	100%
SAMUTRON ENTERPRISES LTD	BROADLINE	www.samutroneenterprises.com	X	X	100%
SAVEX COMPUTERS LTD	SPECIALIST	www.savex.com	X	X	100%
SEUTRONICS	SPECIALIST	www.seutronics.com	X	X	100%
SES TECHNOLOGIES	BROADLINE	www.sesindia.com	X	X	100%
SUPERTRON ELECTRONICS LTD	SPECIALIST	www.supertrondia.com	X	X	100%
TAG	SPECIALIST	www.tagtechnology.com	X	X	100%
TEACONIC INSTRUMENTS	SPECIALIST	www.teacomic.com	X	X	100%
TOP NOTCH INFORMATION INDIA PVT LTD	SPECIALIST	www.topnotchindia.com	X	X	100%
ZENITH TECHNOLOGIES	SPECIALIST	www.zenith-india.com	X	X	100%

Channel Partners Classification Types

- Reseller/Dealer
- Systems Integrators / ISVs
- VARs / Corporate VARs
- eResellers
- Retail – multiple categories

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