

A black and white silhouette of a ballerina in a dynamic, expressive pose. She is standing on her right leg, with her left leg extended horizontally to the left. Her arms are raised, with the right arm bent at the elbow and the hand near her head, and the left arm extended upwards. Her tutu is voluminous and appears to be in motion, creating a sense of grace and movement. The background is a bright, gradient light, making the dark silhouette stand out prominently.

Your quest
for the
perfect media
ends here



A
tradition
of
excellence

A leader in its domain for the past 25 years, Dataquest delivers accurate, objective and targeted content to enterprises and industry's elite - to help them drive business innovation through technology.

- Dataquest has been Ranked No.1 by IT advertisers amongst all Business magazines*
- 1,28,000 readers in senior & middle management of IT, Enterprises and Government.
- Available across length & breath of the country.
- 80% of subscribers recommend Dataquest to others.

Reaching out to "C" level executives in Enterprises

Dataquest provides thought leadership to help C-level executives (Senior management including CIOs) bridge the gap between business strategy and IT execution. It is this unique focus that has made it the number one Enterprise IT publication in India.

Every issue of Dataquest comes loaded with content specially developed for CIOs with section on current trends, Green IT, Mobility and more.



“ I have been reading Dataquest for the last 20 years. I think it has done a great job in chronicling the travails, the achievements, and the challenges of the Indian IT and software industry.. **”**

Nandan Nilekani,
CEO, President, MD, INFOSYS

“ Today's business is about speed and competition and this business is executed through people, process and technology. Dataquest provides insight about people (CIO community), process (case studies) and technologies (new trends) and is a great information tool for the CIOs to use in day-to-day business. **”**

Hilal Khan
Head - Corporate IT, Honda Motors India



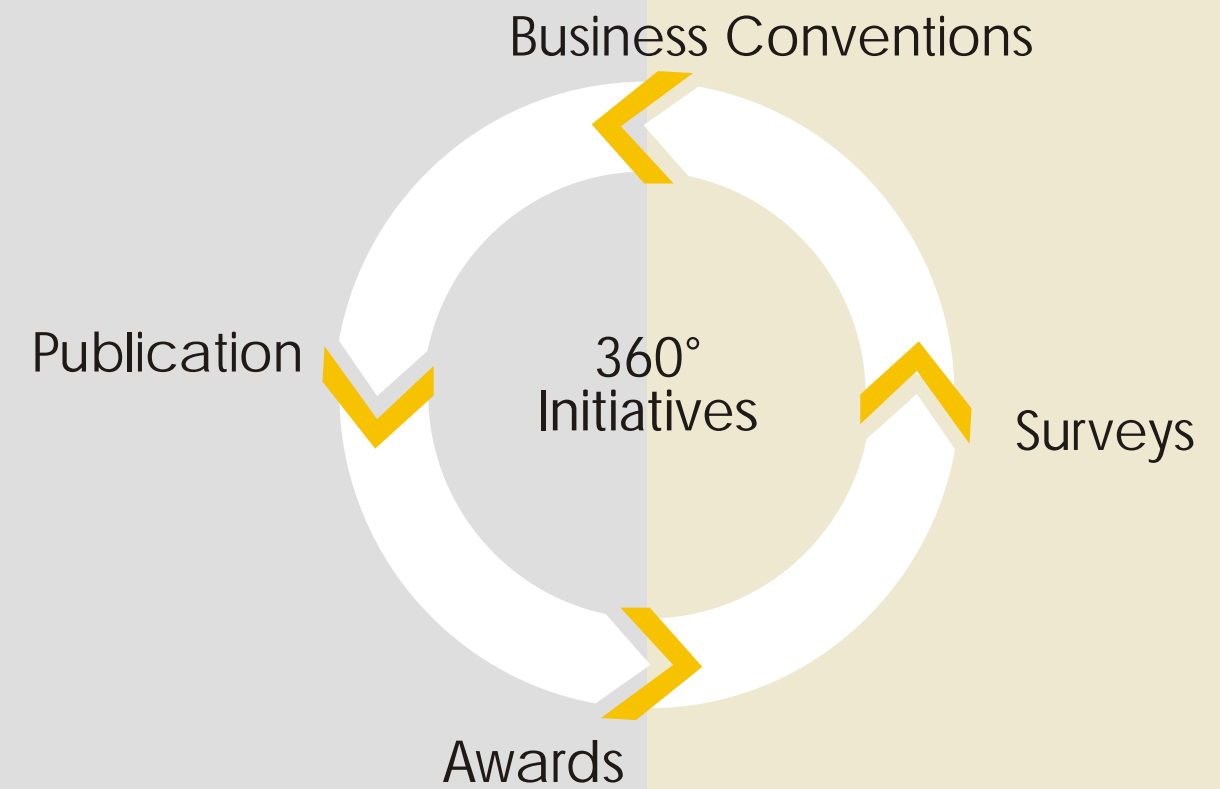
A Unique Perspective

DATAQUEST reaches out and influences India's IT community through multiple channels - a part of our unique 360 degree perspective. A fortnightly, it offers content that empowers the reader with relevant information and insight to help make the right decisions.

Our in depth surveys provide industry assessments that help re-evaluating the current scenario and plan for the future.

DATAQUEST business conventions provide a platform to bring industry stakeholders and decision makers together to thrash out issues, share best practices and join forces in planning for the road ahead.

And the DATAQUEST awards are our efforts to recognise and reward industry visionaries and achievers.





Attention to Detail

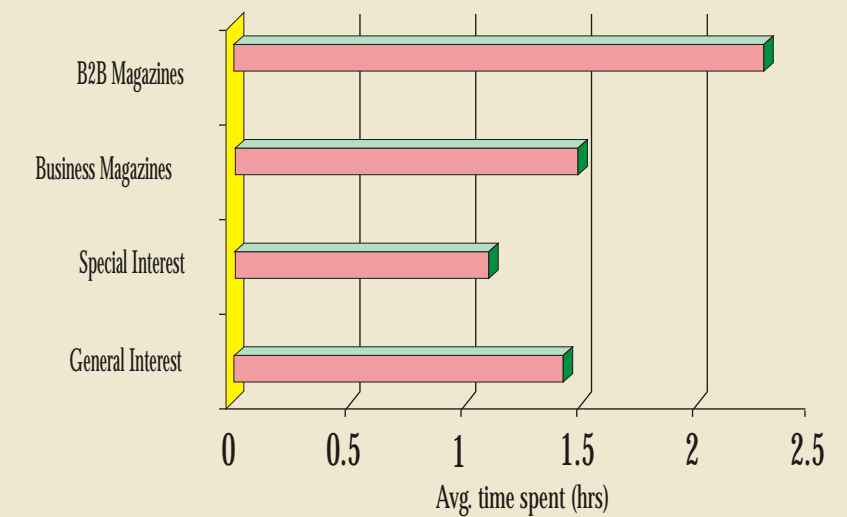


The Editorial Advantage

DATAQUEST, the bible of the Indian IT industry, stands alone as the single most authoritative resource on the business of infotech in the country. Our editorial team's years of experience and expertise enable us to better understand and cover the market landscape, keeping us at the forefront of trend identification. With its in depth analysis of news, views, surveys and reports, DATAQUEST has become the face of the industry which is at the helm of India's growth.

India's Armed with a superlative editorial content and the largest reach of any publication in the sector it is no wonder that the magazine has maintained its No.1 position even as the world and technology around it have changed beyond recognition.

The Power of B2B Magazines





Synchronized Endeavours

At Dataquest, research-based surveys are vital to quality content. These research initiatives deepen our on-going relationship with readers, and feed our editorial perspective.

The DQ Top 20 Survey is the only list and analysis on the much acclaimed Indian IT industry since 1991, and is the most sought after resource. From 1000s of players, it ranks the top 200 companies in the Indian IT industry on the basis of revenue. The survey provides segment-wise analysis within the industry including exporters and domestic players, hardware and software vendors as well as service providers.

Dataquest Best e-Governed States Survey, at the regional level is aimed at recognizing the most efficient or highest-impact IT spender states and the effectiveness of IT in Government covering the key aspects of citizen services, business services, government-2-citizen (G2C) interface, government-2-business (G2B) interface and government-2- government (G2G) interface.

Dataquest Top IT Users Survey, (earlier known as Mega Spenders), provides an insight into CIOs' IT deployment strategies for the year. The survey analyses top IT users, providing valuable inputs on the challenges CIOs are trying to solve through IT, the technology that has them excited, and their perception of vendor strengths.

Surveys

Dataquest Top T School Survey is an annual research that identifies top technology institutes and thereby assists IT and BPO companies in recruiting high-quality talent from across the country.

Dataquest Customer Satisfaction Audit identifies the functional and service attributes that drive product and service popularity amongst customers. It ranks the topmost brands according to customer satisfaction parameters.

Dataquest Employee Satisfaction Survey identifies the top ranked companies in the BPO domain in terms of employee satisfaction. It also provides an insight into issues such as salary, causes of attrition and employee stress.

Dataquest IT Salary Survey is India's top tech manpower survey – eagerly awaited by thousands of tech professionals, and their employers. It provides information about top paymasters, average pay hikes, salary issues and much more.

A Coordinated Approach



Special Issues

CSA Survey January 31

The DQ-IDC Customer Satisfaction Audit survey identifies the functional and service attributes driving customer satisfaction for product and service categories.

The CIO Handbook Feb 28

This is the annual CIO's guide to technology options and solutions with wide coverage of Enterprise Applications, Systems, Security, Storage, Mobility, Access devices and peripherals.

Emerging Enterprises Mar 31

Today's SMBs are tomorrow's large enterprise. So what do they think are their priorities? What are they expecting from IT and what are they doing to fulfill those expectations?

Top IT Users May 31

The survey covers the Top IT spenders and their perspectives on returns on technology spend.

The Top T-Schools June 15

Based on a nation-wide survey done in association with IDC, it ranks the top tech schools of India.



DQ Top 20 July 15, 31 and August 15, 31

The four editions of the Dataquest Top 20 Annual in July and August put together the whole of annual IT business with ranking and profiling of the Top 200 companies.



IT Salary Survey September 15

The one-stop reference point for how salaries have moved in the last one year.



Green Special October 30

Dataquest analyses enterprise and industry verticals on the awareness, sensitiveness and environment friendly practices in IT usage. Dataquest seeks to create a Green IT Index and identify most proactive and innovative green IT practitioners.

BPO E-SAT November 30

The only survey of BPO industry where 20 top employers are ranked.

IT Person of the Year November / December

This story covers India's most respected IT award and profiles The IT Man of the Year, Lifetime Achievement awardee and Pathbreakers who have made a difference in the year.





The Height of Innovation

Dataquest Governance

In continuance with its support for e-governance, Dataquest brings out Governance, a quarterly focusing on the states and their e-preparedness. It carries news of e-projects under various departments and their status report. Governance carries interviews with IT Secretary and key e-Gov stakeholders, information on useful blogs and websites, lifestyles of bureaucrats and has a complaints section. Governance also profiles a private partner active in e-Gov domain in “Know your Partner”

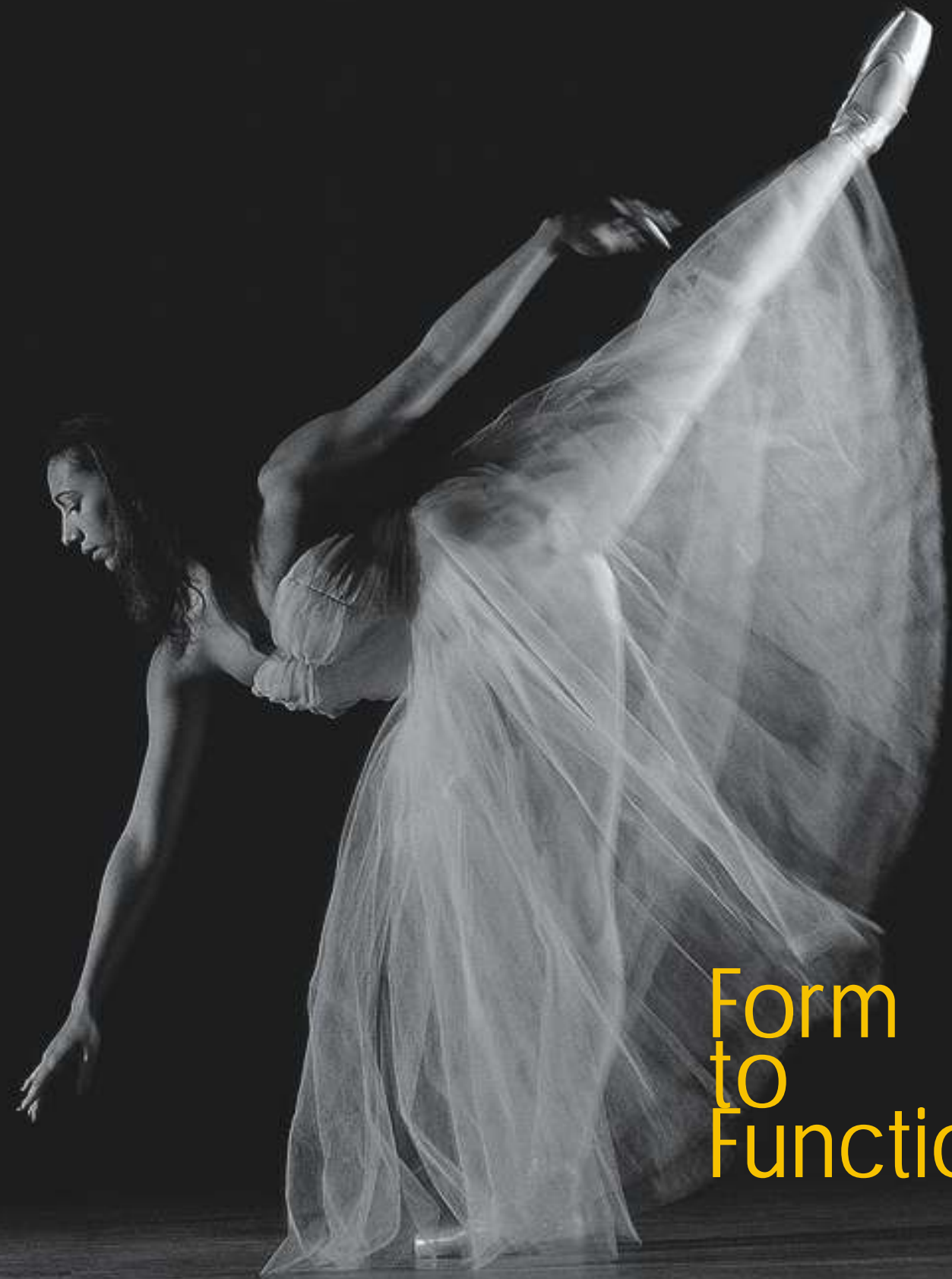


The pan India readership includes State IT Ministers, MLAs and Secretaries; officials from DIT/ DoT/ NIC and other govt agencies involved in e-Governance; key Secretary-level bureaucrats from a cross section of Central and State govt depts such as Land Records, Rural Development, Panchayati Raj, Finance Dept, Transport Dept; District and Municipal level key influencers such as District Collector / District Magistrate and Municipal Commissioner; IT managers from govt sectors and PSUs; civic society bodies & NGOs.

Supplements

The Dataquest IT Case Book is a collection of enterprise case studies delving into IT implementation and usage across enterprises. The Case Book analyzes IT deployment issues starting from need identification, to outlining solutions, implementation, impact on users and more.





Form
to
Function



DATAQUEST awards

The Dataquest Awards

The awards mark the culmination of the most authoritative and authentic annual survey in the Indian IT industry. The survey encompasses a broad horizon of nearly 2,000 IT companies. The who's who of Indian IT and telecom gather to honor those who have led by example. The Dataquest Awards constitute the ultimate recognition for innovation and leadership in the Indian IT industry. The Awards are divided into two segments:

Corporate Awards - These awards are given across various segments in the Indian IT industry. The categories include:

Top Software Exporter, Best Employer, Innovation Award, Top Training Company, Top PC Vendor, Top Distributor, Top Package Software Vendor, Top Growth Company In DQ Top 20, Top Networking Vendor, Top Printing and Imaging Company, Top IT Company, Top Server Company etc.

Individual Achievement Awards - These awards are given to individuals/organizations for their role and contribution going beyond the realms of the organization. The awards are recognition of their stature as leaders and visionaries, for path-breaking activities and contributions in the past decades, and for contribution to the evolution of the industry. The categories include:

The Dataquest IT Person of the Year, The Dataquest Lifetime Achievement Award, The Dataquest Pathbreaker Award



e-Gov Summit

Dataquest and the e-Gov cause
Dataquest, as one of India's most powerful media platforms, has supported the cause of e-governance in India, carrying regular feature in Dataquest, a dedicated quarterly and conventions on eGov theme.

E-Gov summit

The e-Gov Summit is a Dataquest initiative to provide a platform for knowledge sharing with bureaucrats, policy makers, analysts, experts and NGOs on innovative e-Gov implementations, people's need and issues like scalability and sustainability. The summit is accompanied by the unique e-Gov Expo, a showcase of latest technologies and services tools with live demo facility to see the solutions and technologies in action. The e-Gov Summit is supported by various state governments, government agencies and industry associations and consultants.

E-Gov Awards

In 2006 Dataquest instituted the e-Gov Champion Awards and the best e-Governed State Award to recognise and acknowledge the efforts of individuals, organisations and governments. The Awards include the following categories:

- E-Gov Champion Awards
- Best e-Gov Vendor Awards
- Best e-Governed State Award

Mission Governance

Mission Governance is another unique initiative of Dataquest. The multicity event aims at bringing together all the stake-holders on one platform to take stock of the progress of CSC s and SWAN which form integral part of the National eGovernance Plan (NeGP), and discuss and deliberate on working together for faster and better deployment of citizen services.



The DQ CIO Summit Series

The evolving enterprise CIO - from cost saver to profit creator

Today's CIO is a business strategist who optimizes people, process and technologies to deliver results. Dataquest delivers the perfect platform for CIOs to discuss technologies of current interest and their effective implementation. The CIO Summits facilitate knowledge sharing on issues related to evolving and designing an effective IT strategy.

Emerging Enterprises

The India Emerging Enterprise Summit is the only multi-city conference that provides an interactive platform for the IT decision makers in small and medium enterprises in selected verticals to deliberate on business and technology management challenges.

Mobility

The DQ CIO Summit on Mobility takes up for discussion the opportunities and issues faced by businesses in the world of mobility.

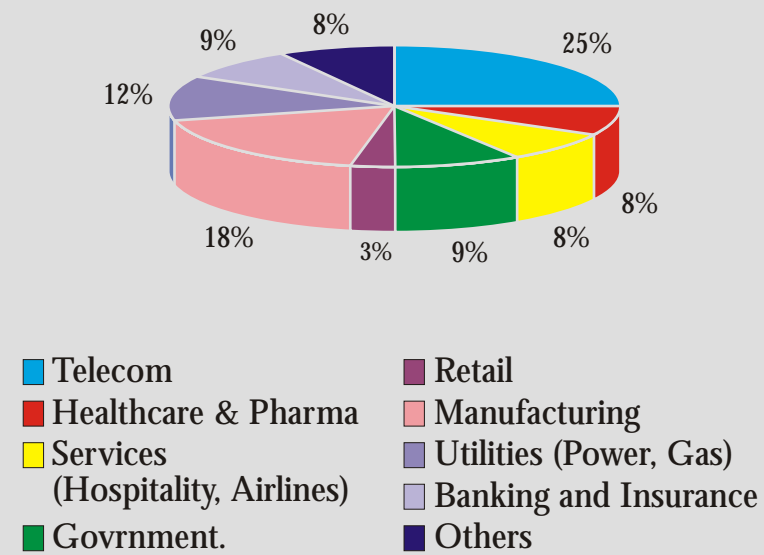
Green IT

The DQ CIO Summit on Green IT is the only business convention to focus on energy issues for IT users and the industry. Should CEOs & CIOs care about energy, green practices & climate change?

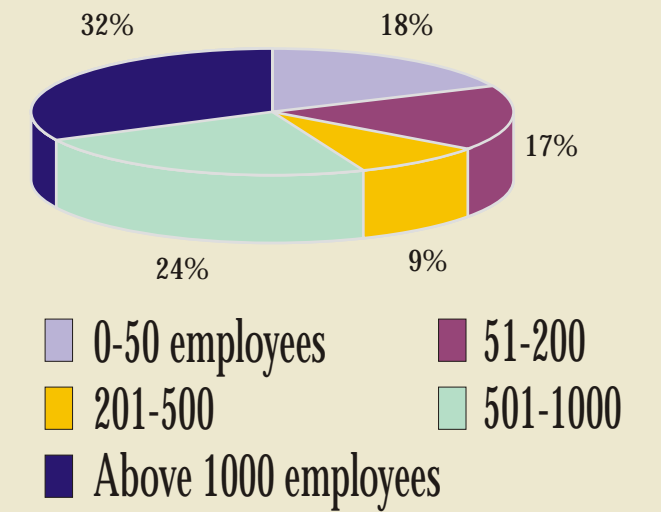


Precision in Reach

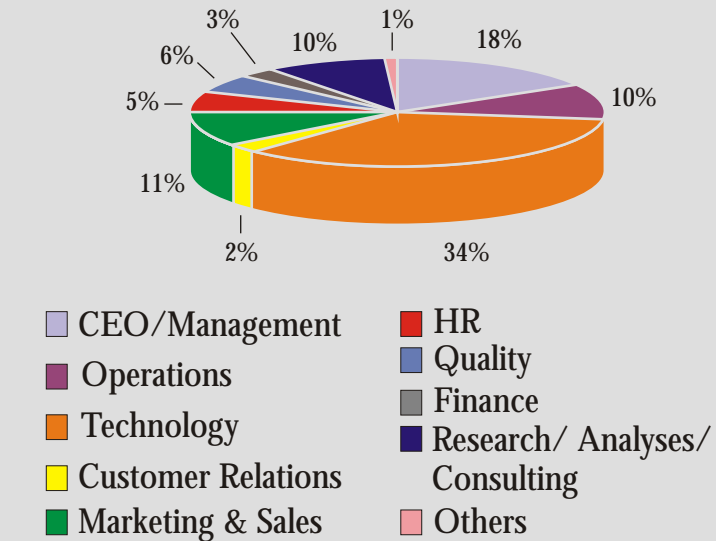
Enterprise Readership
by Verticals



Organization Size By
Number of Employees



According to the Role
in the Organization



The Dataquest
Advantage

- Qualified reader focus (60% of the readership is qualified)
- Multidimensional process
- An Optimum Reader - a qualified target for advertisers as well
- Advertising relevance - Reaches people who buy and use products
- Low Spillage



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