



# ARANCA appointed Knowledge Partner by CMP Media

aranca, January 16, 2008

**URL:** <http://www.pr9.net/business/financial/7120january.html>

*Aranca, a global provider of end-to-end financial and business research, and valuation services teamed up with CMP Media's India arm, UBM India for two research projects for Network Computing and Computer Reseller News (CRN) magazines respectively.*

PR9.NET January 16, 2008 - Mumbai - Aranca, a global provider of end-to-end financial and business research, and valuation services teamed up with CMP Media's India arm, UBM India for two research projects for Network Computing and Computer Reseller News (CRN) magazines respectively. Aranca was appointed as the Knowledge Partner for Network Computing's Infrastructure Agenda 2008 study aimed at identifying major emerging IT trends. For CRN, Aranca served as the Knowledge Partner for Channel Verdict survey for analyzing dealer preferences of major IT hardware brands and ranking them.

The Infrastructure Agenda 2008 of Network Computing, (a publication aimed at the CIOs, CTOs and Heads of IT across industry sectors) was designed to study, identify and understand the top priorities for CIOs for 2008. Through a highly consultative approach, Aranca helped structure the questionnaire, evolve a research methodology and analysis framework. Aranca was also involved in data normalization and prepared an insights laden presentation for the Network Computing's editorial team. Aranca's analysts also worked extensively with the team on planning the structure of the cover story. It can be read at: <http://www.networkcomputing.in/coverstoryDec.aspx>.

Aranca also contributed a knowledge article that attempted to map global IT priorities and how they are reflected in the Infrastructure Agenda 2008 findings. To read this article, click: <http://www.aranca.com/coverage.asp#Dec08>

In addition, as a Knowledge Partner for CMP Media India, Aranca has also been invited to present the findings of the study to an elite group of CIOs and IT Heads in conferences to be held in three cities (Bangalore, Delhi and Mumbai), titled Infrastructure Agenda 2008 organized by Network Computing magazine. To know more about the event click, here: <http://infra.networkcomputing.in/>

With CRN, Aranca helped analyze and draw insights from a nation wide survey aimed at ranking IT vendors. Titled Channel Verdict, the study was a comprehensive channel satisfaction survey, spanning 55 cities and 13 different product segments. Indian IT channels ranked vendors on various parameters such as price-performance, product availability and service & support among others. To read more about the CRN survey, click: <http://www.crn.in/IntroductionCoverStoryDec152007.aspx>

###

## About aranca

Investment research, business research, economic research, valuation services

**Phone:** +91226725 8115  
**FAX:** 9122  
**Website:** <http://www.aranca.com>  
**E-Mail:** [syndicate@aranca.com](mailto:syndicate@aranca.com)  
**Address:** Makwana Road