



Honoring The Best

In the past six years, *360 Magazine's Golden Rhino Awards* has become synonymous with trust and reliability.

Today, it has become the basis for developing a business relationship. And we would like to think, that the *Golden Rhino Award* has played a huge role in bringing about this change.

With every passing year several new vendors enter the Indian market. Thus, it becomes really difficult for partners to choose who they can rely on.

360 Magazine's Golden Rhino Award 2007 seeks to reward manufacturers who have earned their partners trust. It rewards those brands that have carved a niche for themselves in crucial areas of reliability and service. And most importantly it seeks to recognize brands that have worked towards maintaining their service commitments.

Realizing that service plays a crucial differentiator in building customers trust, channel partners too have become more discerning when casting their votes. The *Golden Rhino Awards*, provides an unbiased platform to identify the trustworthy business companies.

Therefore, we saw subtle but crucial changes in this year's list of winners. The most notable progress

made in the mind of partners was Iball, which won in the four categories all together—Cabinet, Keyboard, Mouse and Speakers.

For the first time, an Indian memory vendor—Simtronics has won the title in the memory category over previous year's MNC brand winners like Transcend, Kingston and Hynix.

Another surprise, Dlink, winner for four consecutive years, saw itself losing to Netgear in the networking products category.

HP, further strengthened its leadership position in the imaging and printing market by retaining all the Awards in these categories and an interesting twist was, IBM, this year was seen taking severe bashing from HP, as the latter emerged as winners in the server category.

360 Magazine's Golden Rhino Awards is the seal of reliability that is much-needed by every partner considering the current market dynamics. It gives *360 Magazine*, immense pride to be the custodian of this trust.

360 Magazine
Editorial Team

Methodology

The survey leading to *360 Magazine's Golden Rhino Awards 2007* was conducted over a period of two months through an offline and online voting process. In the offline process, subscribers of *360 Magazine* were invited to nominate their Most Reliable Vendor for the various categories. In the online process, unique encrypted email links were sent to the database of *360 Magazine* when calling for votes. This ensured that there were no duplicate votes.

The Advisory Panel

The Advisory Panel, which was instituted last year, continued to provide value inputs to this year's Award process. The panel was entrusted with the responsibility of selecting and evaluating the criteria that eventually lead to the selection of the winner. The advisory panelist comprised of heads of various regional IT trade associations.

As the Golden Rhino is an award for the most reliable product in Indian conditions, inputs given by the panelist were crucial in ensuring a uniform geographical representation of the criteria.

This year the Panel comprised of:
Chetan Shah, General Secretary, TAIT, Mumbai
Bharat Randeri, President, SITA, Surat
Saket Kapur, general secretary, PCAIT, New Delhi
R. Sridhar, Secretary, AIT, Bangalore
K L Lalani, President, COMPASS, Kolkata
P N Prasad, President, ITTA, Pondicherry

Qualification Of Vote

For the vote to be considered valid, partners had to rate the nominated company in all the 12 criteria. Incomplete entries rendered the vote invalid. Forms that had two nominees in any product category were also considered invalid. However, correct entries in the same form for other product categories were considered valid.

Instances where the brand of the manufacturer was mentioned and were the manufacturer's name was misspelled were corrected and the vote attributed to the relevant manufacturer.

Winner Selection

Winners in each product category were selected on the basis of the number of valid entries. To ensure a fair and unbiased voting process, equal weightage was given to number of votes a manufacturer got as well as to the quality of the votes.

In case of a tie, in any category, the Advisory Panel had the responsibility of selecting the final winner.

PRODUCT CATEGORIES

Category	Winners	Pg. No.
Accounting Package	Tally	22
Anti Virus	Symantec	23
Cabinet	Iball	24
Cables	Dlink	25
ODD	LG	26
CRT Monitor	Samsung	27
Desktop PC	HP	28
DMP	Epson	29
Digital Camera	Canon	30
Graphic Card	Asus	31
HDD	WD	32
Inkjet Printer	HP	33
Keyboard	Iball	34
Laser Printer	HP	35
LCD Monitor	Samsung	36
Memory	Simtronics	37
Microprocessor	Intel	38
Motherboard	Asus	39
Mouse	Iball	40
MFD	HP	41
Networking Products	Netgear	42
Notebooks	HP	43
Scanner	HP	44
Server	HP	45
Speakers	Iball	46
UPS	APC	47

Criteria Rating Results	Factor of importance	Rank
Warranty Policy	0.85	1
Location and Spread of Service	0.81	2
Uniformity of Service	0.79	3
Turnaround time	0.77	4
Replacement Speed	0.72	5
Reliability in the First Year of Usage	0.64	6
DoA Support Extended by Company	0.63	7
Reliability in the First Year of Usage	0.62	8
Reliability on Arrival	0.58	9
Quality of Shockproof Packaging	0.54	10
Quality of Toll-free Staff	0.27	11
Ease of Use of Online Help (Websites)	0.25	12