

JNS Media International

Profile & Milestones



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JNS Media - Core Business



PUBLICATION

Magazine Print & Online

- Two Print titles (VAR & Integrator)
- Online www.VARonline.com



EVENTS

- Leading ICT Industry Annual Awards & Events
Choice of Channel (COC)
The Integrator Awards
- Training Program & Networking Events
In Search of a Champion
VAR Conclave



LEAD GENERATION

- Channel loyalty program end2end
- B2B & B2C Lead Generation



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Our Journey in Brief



Publishing



- Targets volume & Trade channel
- 10,000 copies
- Monthly
- Across GCC
- 235+ Editions



- Targets Value Segment (SI, VAR's, Large CR)
- 7500 copies
- Monthly
- Target GCC Market
- 90+ Editions



- Online publication portal since 2006
- News, features, coverages Live blogs
- Newsletter 4/month
- Reaching 40,000+ ICT channel contacts across MEA



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Annual Awards



- Choice of Channel awards since 2006 – 12 edition's
- The Integrator Awards - 6 Editions



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- “In Search of a Champion” is a sustainable training program for frontline \$ale\$ force.
- Championship formatted for excitement, fun and motivation
- Measures both Qualitative progress of participant and Sales performance
- Incentivizes sales on target achievement
- Improves competence of salesman for better customer handling and contribution to company’s topline and bottom-line.
- Enhances customer purchase satisfaction and promotes referral sales and returning customers
- Increases upsell and cross sale opportunity



Training Session



Executed More than 25 events
across 7 cities in 4 countries



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Sessions in Progress





LeadGen is an exhaustive program that provides end to end services inclusive of ICT channel recruitment, training, communication as well as sales measurements and execution of incentives programs.

Extended it to B2B business leads since last 5 years.



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**Accelerate
Channel Business Growth
with LeadGen!**

LeadGen is an exhaustive program that provides companies business leads both from Trade or End Customer. For more than 6yr+ our Lead Generation Program has provided end to end services from partner recruitment, sales measurement and incentive disbursement.

**ROI
Based
Process**

**New
Partner
Recruitment**

**Event
Mobilization**

**Manage
Loyalty
Program**

**Hot
Business
Leads**

Successfully Serviced the following brands



SAMSUNG



SanDisk®

EPSON
EXCEED YOUR VISION

D-Link®



TOSHIBA

LINKSYS™
PERFORMANCE PERFECTED™



AOC®



INCRAM MICRO



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VAR Portfolio – A Snapshot

- 16 year old well represented and reputed brand in ICT Space.
- Largest published channel magazine:
 - 235+ Editions of VAR
Largest by any ICT Publication across MEA
 - 90+ Editions of Integrator
Only Focused Value Add channel magazine
- 400+ advertisers with most of them return for services from time to time
- Addressing more than 40,000 plus Channel Partners contact across MEA
- 150 + Events hosted in 14 countries – Un-parallel reach
- Most respected awards in the ICT trade which has established a reputation of prestige with-in vendor & distribution community.
- Leadership in ICT Lead Generation Space



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Thank you

JNS Media International MFZE

OMA House, Bldg. #28, Opposite to
Saudi Mosque, Al Soor Area, Sharjah.



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