

Intel proudly announces the launch of their microsite in collaboration with CIOL

To accelerate awareness of Intel's technology, strengthen its technology leadership stand and position, as a trusted advisor of Indian businesses.

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Innovating in a mission critical enterprise is a key task for a CIO. Intel through its microsite helps CIOs tackle just that.

Organizations are increasingly relying on technology and its consequent process innovation to gain that competitive edge. The role of a CIO has therefore dramatically changed to that of an influencer. Confined no longer to executing the traditional role, as a senior IT manager, it becomes even more of a prerogative for them to be in the know of the changing advancements in technology to be able to assume the role of a change agent within the organization.

Every month, the microsite will feature varied topics that range from virtualization to manageability. Its Case Studies will highlight the successful implementation of the many technologies highlighting the ROI. White Papers bring in-depth focus on aspects within the technology that is the key to decision making.

The microsite attempts to encourage interactivity with its key audience through blogs dedicated to the CIOs. To further the objectives of the microsite, it will feature interviews with the CIOs and even showcase the queries on it.

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Role of CIOL

More than 60K enterprise enthusiasts and 1200 Top CIOs of India are engaged with enterprise content of CIOL. CIOL (CyberMedia India Online Ltd.) with its vast resources on Information Technology is a must-visit destination of Top IT decision makers of India. It is focused on the content that is targeted at CIOs and the enterprise community. It engages the CIO community through dedicated newsletters, exclusive weekly communication and online and offline forums that bring together business leaders and technology enablers on a common platform.

CIOL custom site program is focused on communities and delivers strategic customized editorial content alongside product information. With their rich editorial & content background, they provide extensive content strategy & inputs that help in generating interest and increasing repeat visits to the microsite. The Enterprise community connects, shares and enriches at CIOL.

For more information, Please contact:

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Page 1/2

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You can also visit www.ciol.com/customsite/intel for more information.