

Dax Moves On to High-End Solutions

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After successfully foraying into networking solution space, Chennai-based Dax Networks has set its sights on mature and high-value networking technologies such as switching, cabling and routing.

Sujit Singh, country manager, Dax Networks, said, "After strengthening its initial foothold in the networking space, Dax is now well-poised to offer high-end networking solutions. We will continue to provide solutions in all the networking technologies, but our focus will be more on mature and high-value networking technologies such as switching, cabling and routing.'

Switching, cabling and routing products contribute more than 45 percent of the Rs 3,000-crore Indian networking market. The company will focus on emerging technologies like routing solutions, WiMax, VoIP and security, to provide customers one-stop solutions for all networking needs.

The company has adopted a three-pronged strategy to penetrate the networking core. "On the one hand, Dax will forge relationship with global technology players to source and develop India-ready high-end products; it will also strengthen its partnership with leading system integrators. Further, Dax will continue to maintain end-user thrust, a strategy that was initiated last year," Singh informed.

Recently, Dax tiedup with Telco Systems, a leading research and design company, as part of its new strategy. Telco will enable Dax to offer solutions for large and complex projects in the telecom and enterprise space. Dax and Telco will offer a range of co-branded high-end networking products.

The company plans to introduce Wi-Max products during third quarter of this fiscal.