



Dax to Appoint New Solution Providers for Vigorous SMB Focus

By : Nivedan Prakash

Emphasizing its commitment to the Small and Medium Businesses, Chennai-based Dax Networks plans to establish a large network of Authorized Dax Solution Provider (ADSP) across the country.

The primary focus for the networking products vendor is aimed at strengthening its distribution channels by adding at least 50 more Solution Providers to the existing 150 ADSPs network. Dax said, "The main reason behind targeting SMB segment is because it is an upcoming market and Dax would like to support SMBs in their growth in the country."

While Dax is increasing its channel presence by appointing 50 more ADSPs across the country, it is also focusing on equipping the existing partners to meet the needs of the diversified SMB market rather than enrolling new partners. According to Dax, the channel partners play a big role in taking Dax products to the fragmented SMB market in India, where they are focusing in a big way.

In order to strengthen its position in SMB segment, the networking products vendor is offering a complete range of high-end networking solutions and has identified some of the power products that are more appealing to this market. Dax is providing the widest gamut of networking products including the latest enterprise routers and switches, structured cabling, wireless, VPN and many new networking technologies.

Dax is also rolling out a massive and exciting ADSP program across the country to reach the horizontal mid-sized segments of the enterprise market. "The program focuses on targeting regional sales across the country, in reaching SMBs, PSUs and the niche market to extend the reach to tier II and III cities, and supporting customers in terms of total SLA relating to 99.9 percent network uptime," she said.

As far as empowering channel partners to sell the Dax networking products, the company will organize a four-day free training program for all its partners and SMB customers. This training program will comprise of technical sessions and sales training.

In April this year, the company also started a reward program for its channel partners, called Dax Drona and through such incentive program, the vendor aims to acknowledge ADSPs' pivotal role. Reward points are awarded to a Dax Drona for every Dax product sold and for building Dax products into end users' networking solutions. These reward points can be exchanged for exciting holiday packages to foreign destinations.

In addition, Dax has also set up a toll-free helpdesk service to provide high-level support to its customers and prospects. This 24-hour hotline allows any ADSP or a SMB customer to call Dax's engineers directly in Chennai and report a problem.