Dax Networks names Sivaraman as Head of Channel

Strengthens channel partnerships to tap SMB market

Dax Networks, one of the top three networking companies in India, has appointed T Sivaraman as Head of Channels to enhance its channel partnerships across the country and address the growing needs of the booming SMB market in India. Sivaraman has worked with Dax for over 13 years and has rich experience in distribution, marketing, field support and training.

Commenting on his new role, Sivaraman said, “My new responsibility in Dax is a crucial element in the company’s channel strategy as we set out to address the specialized needs of the SMB market. Having established a growing footprint among large enterprises, we are currently aggressively focusing on the SMB segment which is growing at a 50% CAGR. We plan to tap SMBs through our extensive network of Authorized Dax Solution Providers (ADSPs). In this context, effective Channel Strategy and Management will be the key to business development. I am very excited about developing programmes to nurture existing relationships with the (System Integrator) channel community and establishing new partnerships across India, which will primarily be my focus area.”

Currently, Dax has onboard over 150 ADSPs across India and the company plans to ramp up its channel presence by another 100 ADSPs by July 2008. Dhivya Rajan, Channel Relationship Manager, supports partners and addresses the ADSP needs, enabling them to meet growing customer demands effectively. The company’s recently launched ‘Dax Drona Reward Programme’, an incentive scheme for its channel partners, has been a great success with over 90 Dax Drona registrations.

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About Dax Networks

Part of Apcom Group, Dax Networks is one of the top three networking companies in India. Dax currently offers end-to-end networking solutions to the Government, Telecom, ISP, Financial Services, Education, Defence, and Corporate segments, among others.
Today, Dax has the widest array of networking products available in India, meeting the “edge to core” needs of all given vertical segments.