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We believe channels would be more solution-driven than product- or brand-driven in the times to come. We work closely with the Systems Integrators in all territories through a committed SI Partnership programme called the ADSP programme (Authorized Dax Solution Provider). This programme ensures a set of standard deliverables and benefits for the ADSP which enables him in enhancing the value-added offerings to the customers. The ADSP channel strongly addresses the booming and diversified SMB market (in addition to addressing other verticals) with the joint marketing support of Dax sales team. The back-end pre-sales, training and toll-free support of Dax further adds value. A strong customer-centric service and support offerings, easy accessibility to principal vendors, customers' direct access to principal's helpline support, etc. turn out to be the differentiators for Dax. Our channel spend is directed towards ADSPs' identified end-user segments through joint road shows. This allows Dax and its ADSPs to jointly address the target customers under one roof and offer solutions suiting their needs specifically.

In addition, we carry out monthly hands-on technical training programmes across many cities and train the network engineers of our ADSPs free of cost. This helps in ensuring trained and certified Dax networking professionals in our partner organizations. We also carry out dedicated Sales Orientation Programme for our Channel Partners' sales and pre-sales team on a monthly basis to enable them pitch the Dax solutions in an appropriate manner. Channel partners (ADSPs) should grow with identified and conceivable value-added offerings, namely technology-driven solutions, clearly defined warranty and support offerings, low TCO, end-to-end solution expertise, offering products that not only meet today's growing enterprise needs, but also allowing scalability on a pay-as-you-grow basis. Such an approach would ensure steady growth and higher customer retention. Channel partners should get more involved in understanding the customers' needs and design solutions so that they are enabled to meet the current and

future applications. This would ensure optimal utilization of resources for the customers. This also means that the customers needs take precedence over brands and customers benefit from the most viable solution at an appropriate price. For channel partners to carry out such value-added technology-driven marketing effort, they must be backed up well by principals vide training programmes, joint marketing efforts, etc.