

## Dax Networks Plays 'SMB' Card for Indian market

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Dax Networks is ready to offer Indian SMBs not just products but also networking solutions, which are tailor-made for them in terms of technology and cost efficiency.

Having established a footprint in the enterprise market (through its successful MCRP value proposition), the vendor is steering aggressive growth in the SMB market. The vendor announced a dozen plus SKUs of networking offerings for this emergent space. "We are shifting focus from products to end-to-end Networking Infrastructure (NI) Solutions. With 20-year plus networking experience in India, we have a comprehensive understanding of the networking needs of the Indian SMBs," said Sudha Jagadish, COO, Dax Networks. Dax's new SMB portfolio of NI Solutions includes more than a dozen SKUs such as Core NI Solutions, Structured Cabling NI Solutions, Voice NI Solutions, Convergence NI Solutions and Data Acquisition & Device Management Solutions.

"A SMB is more prone to deploy solution-based offering than a mere product. Our gameplan is to empower our channels to deliver value-add to their portfolio with our extensive 'solution based' SMB offerings," she said. The present 30 percent of the company revenues from Indian SMBs is slated to touch 50 percent in the next couple of years. The fast-growing SMB market are rapidly adopting IT deployments for business efficiency and enhanced business operations, reasoned Jagadish.

A Part of Apcom Group, Dax Networks offers end-to-end networking solutions to the Government, Telecom, ISP, Financial Services, Education, Defense, and Corporate. Dax currently has 10 plus regional distributors, 200 Authorized Dax Solution Providers (ADSPs) and large SIs under its channel umbrella across the country. "We desire to tap the huge SMB market through ADSP network. The networking solutions will help ADSPs to proactively address potential SMB customers," she said. The vendor does not hope to add more partners this year. "In the past one year, we appointed 200 ADSPs (small and medium system integrators) across various geographies catering to different verticals. We will now consolidate their market position market through new offerings, intensive trainings and lead generations, she said.

With over 16 billing and stocking locations across most Indian cities through third- party logistics company, AFL, the vendor is ensuring their pre-sales, technical and sales teams are in constant touch with partners. "We have satellite offices in all metros, Ahmedabad, Cochin and Coimbatore, where our staff handholds channels in lead generation, joint calls etc," said Jagadish. The vendor is increasing its product portfolio by over 20 products to ensure its solutions are comprehensive. Subashini Prabhakar, Chief Technology Manager, Dax Networks says, "These SMB solutions will be more horizontal in approach than just cater to basic IT requirements. The solutions can also be customized for verticals like hospitality, manufacturing, retail depending on the client needs." Dax encompasses partners who offer customized solutions to specific SMB clients.

Dax Networks is gearing up with the latest technology landscape, particularly in convergence and wireless market. Even network management is a huge playfield for network vendors, said Prabhakar. The ongoing 'Drona' program will provide the push and incentives for ADSPs. As a key message to its existing partners, Jagadish said, "We are a technology advanced here-to-stay player in the Indian networking market. Importantly, we pursue a clear channel policy to ensure good profits for all partners.