



Empowering the channel community

Dax Networks shifts focus from products to end-to-end Networking Infrastructure Solutions
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Corporate entities have begun to understand the importance of offering not just products alone but an entire end-to-end solutions portfolio to suit the end customer.

Sudha Jagadish, chief operating officer, Dax Networks, speaks to **Prasad Ramasubramanian of CyberMedia News** on how the company is shifting focus from products to end-to-end networking infrastructure solution in order to benefit its channel partners.

Excerpts:

Companies are increasingly becoming aware of the growth potential, which Indian SMB market has to offer, how have you built your resource pool and offerings to suit the same?

Having established a footprint in the enterprise market we have an aggressive growth plan for the SMB market. We are shifting focus from products to end-to-end Networking Infrastructure Solutions. With 20-year plus networking experience in India, we have a comprehensive understanding of the networking needs of the Indian SMBs. Dax's new SMB portfolio of NI Solutions includes Core NI Solutions, Structured Cabling NI Solutions, Voice NI Solutions, Convergence NI Solutions and Data Acquisition & Device Management Solutions. We desire to tap the huge SMB market through Authorized Dax Solution Providers (ADSPs) network.



The networking solutions will help ADSPs to proactively address potential SMB customers. In the past one-year, we have appointed 200 ADSPs (Small and Medium System Integrators) across various geographies catering to different verticals. We will now consolidate their market position through new offerings, intensive trainings and lead generations.

You have shifted your offerings from just offering products to end-to-end solutions. What has brought about this change and what difference would it make for Dax Networks in the competitive scenario?

SMB is more prone to deploy solution-based offering than a mere product. Our game plan is to empower our channels to deliver value-add to their portfolio with our extensive 'solution-based' SMB offerings. 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.

The ongoing 'Dax Drona'* program will provide the push and incentives for ADSPs. 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.

SMB entities are mostly different from each other in a host of aspects. In such a challenging set up, how have you geared up your new product line?

We want to leverage on this diversity of the SMB market to our advantage. We have customized our solution to cater specific needs of the different SMB entities. The solutions are designed in such a way that the same product can run different applications in different industries.

Dax Networks seem to be moving away from being a company that only caters to IT requirements. Could you give instances of Dax Networks deploying solutions in verticals such as manufacturing, retail and hospitality when you graduated from just IT offerings to much more?

We have designed solutions, which could be adopted for better business efficiency and enhanced business operations. For example-- In manufacturing industry, apart from building the IT infrastructure with Routers, Switches and Cable, our new generation data acquisition products could interface with the industrial equipments and fetch the instrumentation data for processing by the central server.

This total solution would enable seamless centralized management of instrumentation information from the industrial equipments. For the Hospital industry, apart from building the IT infrastructure with Routers, Switches and Cable, our new data acquisition products could interface with the medical instruments such as intensive care unit patient monitoring devices and fetch the patient's critical information for processing by the central server.

Patient's health information monitored through the intensive care unit equipments can be made available for chief doctors to access anytime from their residence. . For Retail industry, apart from building the IT infrastructure with Routers, Switches and Cable, we have products to interface the POS equipments seamlessly with the IP network. Our solutions can be deployed for credit card authentication in the central site.

With the government embracing 3G space in the Indian market, newer technology wave is set to come in the country. How is Dax Networks looking at this scenario and how have you bolstered your channel partners to look at this fresh set of policies and technologies coming their way?

Dax Networks is gearing up with the latest technology landscape, particularly in convergence and wireless market. Our current solutions are fool proof to technology shift or provider's last mile technology shift.