

Dax shifts focus to infrastructure

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Dax Networks has shifted focus from products to (network infrastructure) solutions-approach and is targeting the Indian SMB space with its offering.

Stating that its networking solutions are tailor-made for Indian SMBs, Chief Technology Manager of Dax Networks, Ms Subashini Prabahakar, said the shift has helped give a distinction to the company's offerings to Dax's partners and customers.

The company's portfolio of networking infrastructure (NI) solutions include core NI solutions, structured cabling NI solutions, voice and convergence NI solutions and data acquisition and device management solutions.

The company has 200 authorised solution providers across the country. It plans to use this network to tap the

market. Chief Operating Officer of Dax Networks, Ms Sudha Jagadish, said the company would review the fit after September, to a query on expanding (adding to) the authorised channel partner network.

While gearing up to offer specialized Networking Solutions, the company is in the process of entering into strategic partnerships with technology vendors.

It has increased its product portfolio by over 20, to ensure that its solutions are comprehensive.

Stating that product approach was becoming more of a price game, Ms Jagadish said, "Our solution can be adjusted for different applications. And this shift to solutions approach has signalled a change in project inventory. We have identified more leads." She preferred not to elaborate on the leads for now.