

Dax to offer infrastructure solutions

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Chennai

CHENNAI-BASED Dax Networks has positioned itself as an infrastructure solutions provider. Solutions will help to accelerate growth, say the pure-play networking products company officials.

"Selling products alone is becoming difficult. Solutions differentiate us from the clutter and makes us stand against MNC giants," said Sudha Jagadish, COO, Dax. The applications-based approach has also helped the company to customise solutions for specific verticals, she added.

Dax specialises in products such as modems and routers. Government, enterprise and small and medium businesses are Dax's major customers. Within government, the company is targeting power and defence agencies. Manufacturing, hospitality and retail are the major verticals among its enterprise and SMB customers.

The company is running pilot solutions with the power agencies in Tamil Nadu and West Bengal, said Subashini Prabhakar, chief technology manager of Dax. The solutions are expected to go live in 3 months. "Networking products are unlike IT solutions that are bought to meet future requirements," she said.

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