



SMB Special 2009

SMB: Road ahead in 2009

SMB market is rapidly adopting IT deployments for business efficiency and enhanced business operations

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CHENNAI, INDIA: With globalization, the increased need for corporate connectivity and the rapidly growing popularity of the internet, the need for global data and voice communication is immense. [Dax Networks](#) is committed to play a key role in connecting India to the global network and will continue to add new products that will not only delight but lead the rapidly growing Networking needs of the Indian customer.

We have positioned our self as an Infrastructure Solutions provider. Solutions will help to accelerate growth and increase the company's market share. 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. These scalable solutions will be marketed by ADSPs across the addressable market, which in turn will help them to proactively address potential [SMB customers](#).

A 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.

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. To succeed in this fiercely competitive market is to follow a solution oriented approach, which will meet the growing needs of the horizontal market in India.

Courtesy: Dax Networks

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