

## Dax Networks eyes SMB sector

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Networking major Dax Networks is eyeing the small and medium business sector for growth. Its Chief Operating Officer, Ms Sudha Jagadish, and Chief Technology Manager, Ms Subashini Prabhakar, said the company's focus over the last 18 months was on the SMB sector.

Dax has signed over 200 channel partners across the country for better reach. It now intends to strengthen its relationship with these partners before adding to the list.

Asked about the partner retention strategy and their (channel partner) loyalty, Ms Jagadish said. "It is difficult. However, we are trying to differentiate ourselves by providing innovative solutions to help the partner grow his business. We educate our partners and incentivise them on the sale of every Dax product. We also work with them on projects," she told *Business Line*.

Ms Prabhakar said, "The SMB market is witnessing a boom, but it is also a tough market. Competition is rife in this space. Established players get a premium for the brand."

The company registered a 15 per cent growth in revenues last year and is hoping to achieve the same level this year.

Dax recently executed a nationwide connectivity project for CAMS (Computer Age Management Services), a provider of transaction processing and customer care services for the mutual funds industry.

"We deployed Dax Routing solutions in over 140 investor service centres of CAMS, and these were connected to the back office in Chennai." CAMS has recently upgraded its data recovery and network data centre, Ms Jagadish said and added that CAMS was in the process of massive expansion. "They plan to have 100 additional investor service centres soon."

