

# The Power of Networking

With huge potential in the SMB segment and support from its channel network, DAX Networks is all geared to take up the challenge and turn it into an opportunity. **By Snigdha Karjatkar**

**D**AX NETWORKS was set up by Apcom in 1986. After the 1978 closure of IBM's India operations, the group was involved in Consultancy and Turnkey projects before starting the manufacturing operations in 1986 when Dax pioneered the use of cartridge tape drives in India.

Within two years after its establishment in 1988, Dax saw

a major growth opportunity in India and diversified into Networking. By the end of 1990, Dax had earned its place in the networking product domain.

Thereafter, Dax consistently added new networking product lines and is currently India-engineering its products from leading technology manufacturing companies like Perle for Unix Connectivity and Remote Access solutions

since 1992, Eicon for WAN and ISDN products since 1994 and many other high technology manufacturing corporations.

During the early '90s, the company claimed to have installed the first PC-based Routing solutions. "We then introduced end-to-end Cat5 Systems. We have trained thousands of engineers on Networking Technologies. By 1998, we installed India's

single largest Wide Area Network. The first contribution to the Internet Revolution by Dax was India's only Instant-on Modem," said Sudha Jagdish, COO, Dax Networks.

In 1999, Dax launched its SOHOHO, which includes SOHO - Home / Internet-related products, starting with modems followed by other Networking and Internet products. Dax, which is an ISO-certified services company, has offerings in Enterprise Routers & Switches, Cabling, Wireless, VPN and other networking technologies. They claim to be key differentiators who have the ability to certify and support a complete

layer-3 structured Switching & Routing network, which can comply with core enterprise systems in any LAN/MAN/WAN Network.

By 2000, it had over 1.5 million nodes in India. In 2001, full rate DSL Customer Premises Equipment was installed. In 2002, the single largest VoIP network of more than 1500 ports was deployed. One of the interesting and exceptional projects that were undertaken was the networking of the Dal Lake. In 2003, WiFi-enabled Dal Lake in Kashmir became the world's first WiFi hotspot on a lake.

In 2004, a high-end carrier class Routing Switches and modular Routers enabling 100 percent interoperability were introduced along with seamless integration with multi-ven-

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## HISTORY LINE

Dax saw a major growth opportunity in India and diversified into networking. Very soon, Dax had earned its place in the networking product domain.

# 1986

**DAX WAS FOUNDED BY THE** ex-management team of IBM. The operations began when it pioneered the use of cartridge drives in India.

# 1988

**DAX SHIFTED ITS FOCUS ON** networking, sensing a major growth opportunity to become one of the known players in the domain.

# 1998

**DAX INSTALLED INDIA'S** largest Wide Area Network. The first contribution to the Internet Revolution by Dax was an Instant-on modem.

# 1999

**DAX LAUNCHED SOHO AND** Internet-related products, starting with modems and later followed by other Networking and Internet products.

por proprietary core solutions, thus providing high-price performance, alternatives to users on their network expansions.

"In 2005, we crossed 2.8 million installed active nodes. Though, it took 10 years to reach from 0 to 1.5 million, it took us just 3 years to add another one million nodes. Over 12 million meters of UTP cable have been installed till date," informed Jagdish.

"We continue adding terminals to the largest WAN in India and the National Stock Exchange, which today has more than 4,500 nodes and is still growing," added Jagdish. With over 400 solution provid-

ers and 2,000 trained engineers in India, Dax is among the known networking brands.

### Channel Strategy

Dax started the Authorized Dax Solution Providers (ADSP) programme last year, which increased their channel foot print in the country.

Talking about the channel strategy, Jagdish said, "We intend to target regional sales across the country. We want to reach out to the SMBs and the niche market. We intend to support customers in terms of total Service Level Agreement (SLA) relating to 99.9 percent network uptime."

Dax continues to be technically the most respected OEM vendor in the country. Dax technology distribution network is extensively utilized by all networking OEMs, VARs, distributors, dealers and solution providers. Dax is India's foremost value-added service & solution provider of networking products. All Dax products are positioned and work in synergy with Cisco, Nortel and Juniper.

Sharing the channel plans for the upcoming year, Jagdish remarked, "Dax has adopted a solution-oriented approach to support our ADSPs and tap the horizontal SMB market. Our

ADSPs will be armed with a successful combination of products and technology that yield a higher ROI for the customer."

Dax, which has its headquarters in Chennai, has marketing offices in Ahmedabad, Bangalore, Kolkata, Chennai, Cochin, Coimbatore, Dehradun, Delhi, Hyderabad, Lucknow, Mumbai, Pune and Trivandrum. Dax Networking Competence Center and Service Center are located in Chennai.

In addition to the headquarters-based technical support teams, Dax has technical support executives spread across 15 partner locations and at eight regional office locations.

## FIGURES: DAX NETWORKS



# 2003

## ONE OF THE RARE PROJECTS

that the company worked on was the wi-fi enabling of the Dal lake in Kashmir.

A 24/7 real-time back office, which supports Dax Technical Help Desk and a Customer Relationship Management system, further enhances support levels to the Dax customers.

## The Road Ahead

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 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

# 2004

## A HIGH-END CARRIER CLASS

Routing Switches and modular Routers enabling 100 percent interoperability were introduced.

growing networking needs of the Indian customer.

Dax will package Networking Infrastructure (NI) solutions for the SMB market. These scalable solutions will be marketed by ADSPs across the addressable market.

Jagdish believes that the mantra to success in this fiercely competitive market is to follow a solution-oriented approach, which will meet the growing needs of the horizontal markets in India. This will help sustain and increase the company's market share.

"We plan to surge our revenues by tapping the SMB goldmine and also support and

# 2005

## THE COMPANY CROSSED THE

mark of 2.8 million installed active nodes, an extraordinary achievement in such a short span of time.

sustain our channel growth," said Jagdish.

The set of offerings that Dax has reserved for its customer this year will be a whole new set of product portfolio. "Our market approach plans for the new financial year comprise of packaged Networking Infrastructure (NI) solutions for the SMB Market." The solution-oriented approach includes scalable network infrastructure like Dax Core NI Solutions, Dax Structured Cabling NI Solutions, Dax Voice NI Solutions, Dax Convergence NI Solutions and Dax Remote Management NI Solutions. ■

## SNAPSHOT: DAX NETWORKS



**Branch Offices:** Ahmedabad; Bangalore; Kolkata; Kochi; Coimbatore; New Delhi; Hyderabad; Mumbai; Chandigarh; Lucknow

**Employee strength :** 120

**National Distributor :** The company has distributors in the following four metro cities:

**Chennai:** eCAPS COMPUTERS INDIA

**Kolkata:** TECHNOCRAT INFOTECH

**Delhi:** MICRO SYSTEM ENTERPRISES

**Mumbai:** DATAFORCE

**Channel Partners:** 200 Authorized Dax Solution Providers (ADSPs)

**Key Competitors:** Cisco, Juniper, D-Link

**Year of Establishment:** 1989

**Headquartered :** Chennai

**Products:** Switching, Cabling & Routing, Network Infrastructure solutions like Data Acquisition, Remote Management, Data Center Management etc.

**Key people:** Ashok Mirza and Deepak Mirza - Founders & Directors; Sudha Jagadish - Chief Operating Officer; Subashini Prabhakar - Chief Technology Manager

**Corporate Office:** Chennai