



Dax Ready for Foothold in Surveillance Market

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While most networking solutions and product companies had been reeling under the slowdown in project orders over the months when recession hit, Dax, the Indian networking company says that business wasn't impacted simply because the company has been focusing on the government segments.

Says Sudha Jagadish, COO, Dax Networks, The recession is slowing down and companies are again looking at injecting fresh investments in the infrastructure projects they had stalled earlier. Our businesses did not get impacted much since we were looking at government segment.

As the market opens up the company is strategizing to put focus on two key areas namely NAS market and Surveillance solution. The reason is that as the SMBs come out of the recessionary phase, most have realized the need for better data storage infrastructure. For NAS we see SMB as the strongest vertical, and we are working with our channel to sell 1TB and 2TB products to meet the first phase of storage needs of an SMB, added Ms. Sudha.

The company is now gearing up with a stronger channel strategy to push its surveillance solution. According to Ms Sudha, the company is focusing on mid level to high end enterprises for pushing its surveillance devices mostly IP based solution. We plan to focus on verticals like retail, education, manufacturing and definitely the government. We are training our Authorized Dax Solution Partners. In fact they will be vertical specific to allow us a more focused approach. We already have 200 ADSPs. In the next fiscal we will look at appointing more mostly from the IT and networking solution providers, she added.