

DAX Networks betting high on SMB segment

Our Bureau

KOCHI

DAX Networks, a leading value-added services and solution provider of networking products, is aiming at posting a higher growth in the current fiscal betting high on the small and medium business (SMB) segment.

Dax had a turnover of Rs 98.98 crore last year and the company is expecting a 8% growth in 2009-10. The company has plans to tap SMBs through extensive network of authorised Dax solution providers (ADSP), chief operating officer Sudha Jagadish said.

The company says there is scope for niche solutions in the SMB market as it is considered to be the largest growing sector. India has the second largest number of SMBs among BRIC countries and the US. SMBs are looking for customised solutions and product that would cater to their unique customer requirement and applications.

"We have introduced 20 new SMB solutions that can be customised depending on the client needs," she said, adding that SMB customers are more prone to deploy solution-based offering than a mere product. To empower Dax's channels to deliver the value add to their portfolio, Dax is offering extensive solution-based approach that can be tailor-made to suit a specific customer's main business line, chief technology manager Subashini Prabhakar said.