



“With the popularity of the new internet and broadband applications, and the emergence of technologies such as WiMAX, broadband access has increased and has created a new set of customers, who insist on immediate response time.”

Subashini Prabhakar

Chief Technology Manager, Dax Networks Ltd.

Newer Technologies Being Adopted

On the modem market The overall size of modem market in financial year 2007-08 is Rs. 390 crore. The modem industry is seeing a huge demand for DSL modems from service providers, who buy through tenders. With the popularity of the new internet and broadband applications, and the emergence of technologies such as WiMAX, broadband access has increased and has created a new set of customers, who insist on immediate response time.

The ISDN modem market is coming down and ISDN is now used only as a backup. ISDN ports are built in the router and hence ISDN modem market is shrinking. Globally, the industry is witnessing amplification in the adoption of Ethernet and Wi-Fi modems with VoIP connectivity, as consumers are increasingly availing themselves of VoIP services. Similar

trends can be witnessed in India as the adoption of Ethernet and Wi-Fi technologies is poised to increase.

On growth drivers

Different technologies, including leased line, dial-up, ADSL, ISDN, etc., are driving the modem market in India. Rising supply of integrated products, rapidly growing embedded modem market, high demand for broadband services, and consumers' unhappiness with current services are some of the growth drivers.

On USP of your products

Dax offers products and solutions that are innovatively designed and result in customers saving 20-40 percent of the total cost of ownership over 3 years.

- Dial in and dial out support.
- Responsive service center.
- Technical support at channel part-

ner locations.

An Internet facility, currently being upgraded, that enables customers as well as sales and manufacturing partners access the Dax 24/7 back-office to virtually transact online.

- Live chat – sales option on our website offers significantly high level of support and improved online experience to our visitors. This not only gives us further visibility to the customer but also helps us enhance our service levels.
- Toll free helpdesk for technical and logistics Support.

On new products launched

ADSL modem embedded in wireless access points has been launched by us recently.

On market and technical trends

The dial-up modem market continues to lose its long prevalent edge in the market. Globally, the industry is witnessing amplification in the adoption of Ethernet and Wi-Fi modems with VOIP connectivity. With the growing competition, margin of profit remains the key issue for ven-

dors as they are competing with one another to win the tender.

On key market players

Dax, Linksys, D-Link, Zebrionics, Intex, Atrie Technology, MRO-TEK, and Bharti Teletec are some of the key players in modem industry competing to capture the growing modem market.

On key verticals

Telecom, SMBs, and ISPs are some of the key verticals demanding modems in India.

On prerequisites of installation

Some important considerations are OS compatibility, drivers, cables, and telecom service provider

On recent innovations

The recent innovation in product design is multiple functionality design (combination of ADSL, wireless, and switching).

On buying tips

Some of the key things a customer must take care of before purchasing modems are:

- Type of modem.
- Connection type available with ISP.
- Application support like 'send and receive faxes and/or answer phone messages.
- Receive caller display information.
- Software package that comes with the modem and its price.

On your plans and strategies

Instead of selling modem in the traditional way as a separate line item, we are adopting a solution based approach in selling modems. In Dax, we design customized solutions, which combine ADSL modem along with router or ADSL modem integrated wireless access point so that customers benefit most through the cutting edge technology. Dax has a complete geographic

"Our modem product design is such that technology up-gradations can be done through software without changing the hardware."

coverage of the Indian market. Headquartered in Chennai in South India, Dax has marketing offices in Ahmedabad, Bangalore, Kolkata, Chennai, Cochin, Coimbatore, Dehradun, Delhi, Hyderabad, Lucknow, Mumbai, Pune, and Trivandrum. In addition to the technical support teams, the Dax Networking Competence Center, and the Dax Service Center, Dax has technical support executives based at 15 partner locations and at 8 regional office locations. A 'Real Time Back Office', which supports Dax toll-free 1-800-4255-Dax technical help desk and a world class customer relationship management system, further enhances support levels to Dax customers.

On green initiatives taken

Our modem product design is such that technology up-gradations can be done through software without changing the hardware. The technology upgrade could be supporting new motherboards/operating systems. This design aspect is one of the green initiatives we take to increase the product usability. For very old generation modems, we also offer buy-back schemes to pull back old modems, which are then directed to e-waste management centers.



On key challenges faced

Because of the current economic slowdown, sales of leased line modems may come down. Customers will start looking for alternate WAN technology to reduce recurring costs. WiMAX technology may impact sales of ADSL modems.

On the effect of continued economic slowdown

We don't see any impact on sales because of the economic slowdown since dialup modems are the cheapest way to access internet. However, the leased line modems are likely to be impacted.

On the future

Considering the potential of the Indian broadband market, and the kind of initiatives and projects undertaken by the government and service providers to proliferate broadband incursion in the country, the modem market is expected to grow significantly in future.

"Instead of selling modem in the traditional way as a separate line item, we are adopting a solution based approach in selling modems."