

'We want to Increase the Number of ADSPs'

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Sudha Jagadish, Chief Operating Officer (COO), Dax Networks, in an interview with Kapil Mudholkar, discusses about the company's portfolio of networking infrastructure solutions, and its channel plans. The product portfolio includes Core NI Solutions, Structured Cabling NI Solutions, Voice NI Solutions, Convergence NI Solutions and Remote Management NI Solutions. Excerpts...

What would be Dax's main source of distribution?

Our main source of distribution is our extensive network of Authorized Dax Service Providers (ADSPs). Dax Package of networking infrastructure solutions will be marketed by a network of 200 ADSPs across the addressable market. ADSPs will be armed with a successful combination of products and technology that yield a higher ROI for the End user.

What kind of channel-approach would Dax adopt for the same?

Our Channel thrust focuses on:

Targeting regional sales across the country

In reaching SMBs and the niche market

Supporting customers in terms of total Service Level Agreement (SLA) relating to 99.9% network uptime

Will Dax go for channel expansion?

Dax Networks plans to increase the number of ADSPs in the next financial year.

How channel will be benefited by these new products?

Dax plans to adopt a solution based approach to tap the horizontal SMB market. We are shifting focus from products to end-to-end networking infrastructure solutions. The company is aggressively focusing on the blooming SMB market in India through the ADSPs. With a 20-year plus networking experience in India, we have a comprehensive understanding of the networking needs of the Indian SMBs. The networking solutions will help ADSPs proactively address potential SMB customers and to overcome challenges.

What kind of channel schemes Dax would implement?

Dax has already introduced a reward programme called the 'Dax Drona' for channel partners to motivate their efforts.