

IPTV and Broadband to Drive Growth

On market and technology trends

Metro Ethernet, IPTV deployments, IPV6 enabled switches, access control by integrating the switch with dedicated antivirus, IDS, IPS devices, bandwidth bundling/load balancing with multiple internet links are some of the recent trends in technology. Market leaning toward high performance switches, migration to 10G, switches with PoE support, IPV6 enabled switches is also noticeable.

On your products' USP

Dax offers products and solutions which result in customers saving 20-40 percent on the total cost of ownership over 3 years.

We have the edge because of

- Networking Competency Center
- Standard 3-year warranty policy for active products and 20-year warranty policy for passive certified sites
- Financial strength and world class logistics, outsourced to a Fortune 500 company
- High-Q, pre-sales, and post-sales

“Customers must be aware of product upgrade costs, recurring expenses on the network solution/design, after-sales support of the SI/OEM, extended warranty support capability, vendor’s experience and presence in India.”



“Dax plans to adopt a solution based approach to meet the challenges in the switches market”

Subashini Prabhakar

Chief Technology Manager, Dax Networks Ltd.

technical support

- Market responsive promotions
- Responsive service center
- Technical support at channel partner locations
- An Internet facility, currently being upgraded to enable customers, 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 on-line experience to our visitors. This not only gives us further visibility into the customer but also helps us enhance our service levels as well.
- Toll free helpdesk for technical and logistics support.

On new technologies

High end chassis, 10G enabled L2 switches, switching with time based access list, IPV6 enabled switches, multiple port combination switches, data acquisition and device management, and high performance delivery are some of the latest technology additions.

On your major customers

Our major customers are BSNL, Railways, CSC projects, CAMS,

Kerala Water Authority, BSNL, STPI, Space Application Center, schools, defense establishments, and so on.

On advice to customers

Customers must be aware of product upgrade costs, recurring expenses on the network solution/design, after-sales support of the SI/OEM, extended warranty support capability, vendor’s experience and presence in India.

On your plans and strategies

Dax plans to adopt a solution based approach to meet the challenges in the switches market. We are shifting focus from products to end-to-end networking infrastructure solutions. Dax is aggressively focusing on the booming SMB market in India through ADSPs. With 20-year plus networking experience in India, we have a comprehensive understanding of the networking needs of the Indian SMBs. Dax’s new SMB portfolio of NI solutions includes : Core NI solutions, structured cabling NI solutions, voice NI solutions, convergence NI solutions, and data acquisition and device management solutions.