

## Ms Sudha Jagadish

**COO, Dax Networks**

**Channel Plans for 2009:** Our gameplan is to empower our channels to deliver value-add to their portfolio with our extensive “solution-based” SMB offerings. The present 30 per cent of the company’s revenues from Indian SMBs is slated to touch 50 per cent in the next couple of years. The fast-growing SMB market is rapidly



adopting IT deployments for business efficiency and enhanced business operations. We are a technology advanced here-to-stay player in the Indian networking market. Importantly, we pursue a clear channel policy to ensure good profits for all partners.

**Marketing Strategy for 2009:** We are currently aggressively focussing on the SMB segment which is growing at a 50% CAGR. We plan to tap SMBs through our extensive network of Authorized Dax Solution Providers (ADSP). Dax will package Networking Infrastructure (NI) Solutions for the SMB Market. And these scalable solutions will be marketed by ADSPs across the addressable market. In addition to traditional S, C & R solutions, Dax has introduced new-generation networking access and connectivity products to meet growing needs of the horizontal markets in India.