

## Dax to train 100 solution providers

NR SETHURAMAN  
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Dax Networks will be training 100 authorized Dax solution providers (ADSPs) for FY 09. The ADSPs would be trained on various networking infrastructure solutions developed specifically for catering to the SMB market.

In the last two years, the company identified and trained more than 200 ADSPs, mainly small and medium system integrators across various geographies, catering to different verticals.

Sudha Jagadish, COO, Dax Networks said that the

company desires to tap the huge SMB market through their ADSP network. "These networking solutions will help our ADSPs to proactively address potential SMB customers," she added.

"SMB is approaching the tipping point of spectacular growth and is considered to be the largest growing market. India has the second largest population of SMBs among BRIC countries and the US. Substantiating the fact there are nearly 35 million units and the IT spend from the segment was about \$6.6 billion in 2007-08,

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Dax wanted to give some staunch focus into the SMB market, where there is a scope for niche solutions," said Subhashini Prabhakar, CTO, Dax Networks.

The company has also introduced 20 new SMB solutions, that can be customized depending on the client needs. "SMBs are looking for customized solutions and products that would cater to their

unique customer requirements and applications. SMB customers are more prone to deploy solution-based offering than mere a product. To empower our channels to deliver the value-add to their portfolio, we are offering our extensive 'solution based' approach, which can be tailor-made to suit a specific customer's main business line. This gives an edge to our partners in providing solutions, which can turn out as a business enabler," Jagadish claimed.