

DAX Networks

Channel Plans:

Our game plan is to empower our channels to deliver value-add to their portfolio with our extensive "solution - based" SMB offerings. The fast growing SMB market is rapidly adopting IT deployments for business efficiency and enhances 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.

Selling Tips:

Dax has adopted a solution oriented approach to support our ADSP's and tap the horizontal SMB market. Our ADSP's will be armed with a successful combination of products and



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COO, Dax Networks

technology that yield a higher ROI for the customers. A SMB is more prone to deploy solution-based offering than a mere product. Our game plan is to empower our channels to deliver value-add to their portfolio with our

extensive 'solution based' SMB offerings. The present 30 percent of the company revenues from Indian SMBs is slated to touch 50 percent in the next couple of years. The fast-growing SMB market are 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.