

# “We are a single window for all networking needs”

Sudha Jagadish, CEO, Dax Networks in conversation with *DQ Channels* gives her views on latest trends in the networking domain, future challenges and what is in store for channel partners

#### How has Dax Networks grown over the years?

Since the inception of the company in 1986, our ex-IBM founders have instilled a tradition of excellence and a strong belief that young and talented professionals should run Dax. Today, the company is one of the top 5 networking companies in India. We have achieved this status by a combination of relentless single-minded focus on cutting edge networking technologies and dedication to true professionalism.

#### What are the organization's top priorities for 2011 and what role do you envision for your partners?

Dax has come out with 'Smart Secured Remote Office Solutions' to address the growing needs of the horizontal markets in India. Our strategy is to train and educate our channel partners by conducting seminars, roadshows, training on new products and the likes. Our game plan is to empower our channels to add value to their portfolio with our extensive 'solution based' SME offerings. Dax's ADSPs (Authorized Dax Solution Providers) will be armed with a successful combination of product and technology that will yield a higher ROI for customers.

#### What is the enablement program that you have in place for your channel partners?

At Dax, we have an exciting ADSP program to reach the horizontal mid-size segments of the market. In April 2007, the company started a reward program for the channel partners called 'Dax Drona'. These ADSPs have a critical role to play in the success of the company and the Drona Reward Program is to acknowledge their efforts. Reward points are awarded to a Dax Drona for special and latest technology products being sold and for building Dax products into end-users networking solutions.

#### What are the latest trends in the networking domain?

Today, enterprises have begun to look at networking as a strategic investment that reflects in the increasing size and complexity of networking deals. The current technology trends include focus on virtualization, cloud computing, green IT, VPN and application delivery, integration of voice, video and data—new information services and a renewed focus on integrated network security. Meanwhile, business trends include a continued and sustained focus on reducing business costs using IT, the pressure to deliver applications consistently in demanding and hostile end-user environments, and resource consolidation to drive efficiency and scalability in the enterprise.

#### How do you ensure partners' profitability?

To empower our channels to add value to their portfolio, we are offering specific solutions that are tailor-made to suit the customer's main business line. This gives an edge to our partners in providing solutions which can turn as business enablers. Our channel thrust focuses on targeting regional sales across the country in reaching SMEs and the niche market, supporting customers in terms of total service level agreement relating to 99.9% network uptime. Importantly, we pursue a clear channel policy to ensure good profits for all partners.

#### According to you, what are the challenges of networking market?

The Indian networking market has some unique challenges due to the need of the latest technology to improve effectiveness and efficiency, while cost and infrastructure constraints are very stringent. Winning against competition in line with the current technology is also a major challenge.

**SANDHYA MALHOTRA**  
([sandhyam@cybermedia.co.in](mailto:sandhyam@cybermedia.co.in))

