

## Dax networking India with VAS



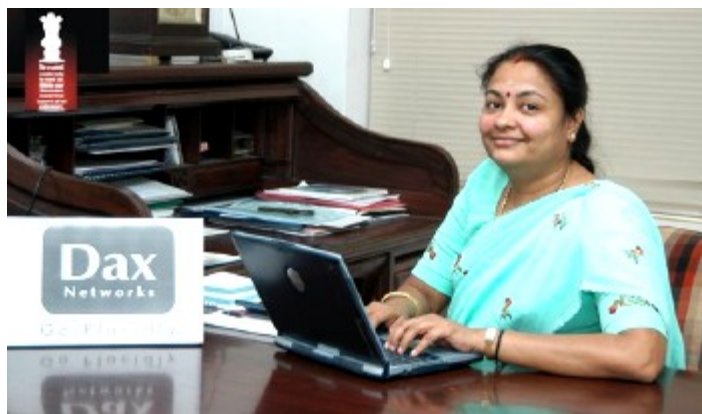
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**By** Priyanka Roy Chowdhury

Dax Networks was incepted in the year 1986. However, the company has a long standing association with the IT industry that goes back to 1971, chiefly through its former IBM management team. Post IBM's India operations, the team concentrated on IT consultancy and turnkey projects before settling down on IT with the formation of Dax. Dax is also known to be a pioneer for use of cartridge tape drives in India, a feat for which they have been acknowledged as the "Backup People." Today, the company is also counted among India's leading value-added services (VAS) and solutions provider of networking products.

Headquartered in Chennai, Dax has a pan-India presence. The company started off with 20 employees and presently boasts of a strong team of more than 100. In conversation with Bizxchange, Sudha Jagadish, CEO of DAX Networks discusses on what led to the immense growth observed by the company.

*Following are excerpts from the interview:*



**Over two decades in the networking solutions industry is quite a long time. What experiences and insight have you gained from your long association with Dax?**

My association with Dax began when a batch of us were recruited from NIIT and Computer Point. I joined as a systems associate and since then been with the company. We are in the VE networking industry and deal with networking products, end-to-end. Right now we are in a good phase if I might say so (laughs). Both professionally and personally, my journey with

Dax so far has been good because we started in the era when computers were coming into the country. But lots remain to be achieved still for the sector.

**Having a head start in the networking solutions segment early on, what was your experience in the initial days?**

We started off during the IT and networking boom in India in the 1980s. Starting early has helped us realise our dreams of delivering the best to our end users. Right now, technology has matured and India is ready to adopt it wholesomely. Therefore, growth is going to be vibrant in the next few years in the IT sector. We have not changed our space since inception.

We have been the pioneers of networking itself in those days, whether it was novel network or ethernet, a lot of it was introduced in India by us. The whole of stock broker exchange runs through our card. When connectivity was in its nascent stage in India, we were the first to bring in modems which would connect to the internet.

**Dax has a pan-India presence. How important is it to make one's presence felt across the nation in order to remain successful among peers in the networking solutions business?**

We have a lot of national projects to deal with; therefore it is important to have a country wide presence to support the project through installation stages and such forth. Dax is spread across major cities in India. Our dream is to bring in the technology to suit the Indian market and be the first. We track the technology trends that go around internationally and mostly come into India after 2-3 years. The co-founders' had dreams to make Dax the best in the business and bring products to customers at competitive prices.

**Today Dax is considered among India's leading VAS and solutions providers. What are the ideologies that have guided the workforce at Dax to achieve so much over the years?**

The whole company is driven through to establish Dax as one of the leading networking brands in comparison with MNCs. Another drive for the company is to help save customer's money on our products. This vision drives us.

**Please give a brief insight into the products and services that Dax has to offer.**

Our USP probably would be offering end-to-end networking solutions for companies when mostly companies specialise in any one particular area. We offer a wide range of products for networking, from the smallest unmanaged features to complicated, high level core ones that any network may require.

**With globalisation on a high, the need for global data and voice communication is increasing. What role does Dax envision to play in the future of connecting India**

## **onto the global network?**

We are on a growth spree and offering a managed product portfolio whether it is in the corporate government or the SME segment. We are building managed product portfolio for telecom, SMEs and the government. The growth is going to be in voice and data interchange and we plan to peruse more.

In the next 2-3 years, we are looking at a 15-20% growth. We wish to focus heavily on the sales and the pre-sales support side in the days to come because of the field we are engaged in; therefore investment will be in these areas. Being in the same space since inception, we have been updating our technologies and customising our products for India.

## **How is the demand for networking solutions in the government and SME sector? What are the various prospects related to the same?**

Our success has been in the government sector more than anything else, the reason being, we did not head into the MNC segment. For MNCs, the decision is not really here and they prefer MNC products like Cisco and Juniper. On the other hand, the government sector was pretty open, as far as we could prove that our products could compete with the MNC products. Many of BSNL's back-call products are from Dax. Even for their 3G technology the fibre has been supplied by Dax. Our evolution with the government has been good, as is with the education sector.

Lately we have been doing well in telecom and non-banking financial segments too. The Maharashtra LAN connectivity has been a boost where many government departments across various verticals like the police stations, prisons, charity, commissioner and government departments are connected through Dax's routers.

The SME segment, which is going to boom in the coming days, also has a lot to offer to the networking solutions industry. Dax has a lot to look forward to the SME and government segment.

## **What tips do you have for aspiring entrepreneurs planning to venture into the domain?**

Ours is a growing economy and there is space for all to carve their niche. The important point is to have a long-term vision and plans to work towards it. It is a very good time to enter into this industry.

Tags - Dax Networks, Bizxchange, Sudha Jagadish, CEO, value-added services and solutions provider of networking products, Success Story,