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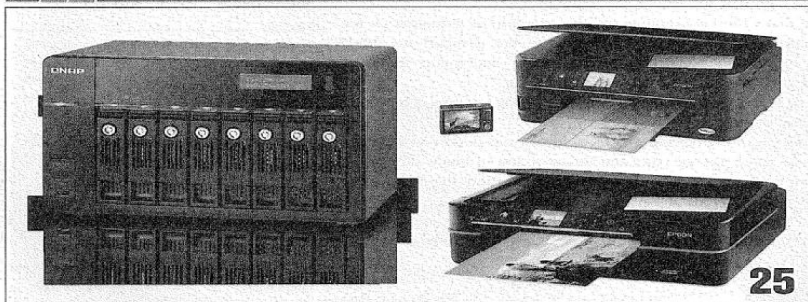


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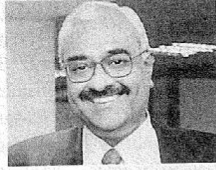
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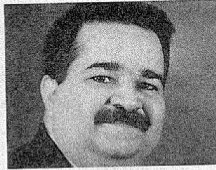
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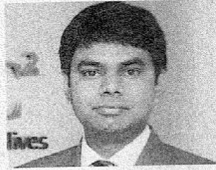
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SUDHA JAGADISH

Build partner confidence to drive turnkey projects

Building partner confidence and helping them replicate solution implementations in order to bag bigger projects is critical, said Sudha Jagadish, CEO, Dax Networks

DAX Networks sees a plethora of opportunities for partners in bagging turnkey solutions with the market looking bullish in 2011. The SMB market is opening up with key verticals like education and government increasing their IT spends. Several e-governance initiatives have generated demand for our solutions. This year saw us making good inroads into the BFSI segment in stock exchanges and co-operative banks.

While the growth of networking products has been in the range of 10 to 12%, the challenge that we see is the growth of the unorganized segment. However, Dax does not rule out a decent 15% growth in the coming year.

2011 trends

The trend is towards managed solutions where the customer demands 99.9% uptime. Total managed solutions will combine managed switches, management software, network management tools etc. to meet the customer's demands. The model that the IT head expects is to acquire a single vendor solution with end-to-end products and implementation capability.

The customer does not care if you are offering passive or active components, it should be a complete solution to meet his needs at a cost-effective price.

While we would continue our focus on networking solutions, the additions in 2011 will be IP Network Video surveil-

lance and security solutions, which will interface with our other solutions. Networked storage will be another area of focus for Dax to fill in the gaps.

We do not see a major revamp in the distribution model taking place during 2011. Rather we expect to consolidate and strengthen partner capabilities where

“ The trend is towards managed solutions where the customer demands 99.9% uptime. Total managed solutions will combine managed switches, management software, network management tools etc. to meet the customer's demands. The model that the IT head expects is to acquire a single vendor solution with end-to-end products ”

ever it proves necessary to do so. We would increase our footprint in upcountry markets adding more billing locations through our distributors. We work with 40 systems integrators, 200 solution providers and 60 national distributors who stock and sell our products as well as about 40 regional distributors.

“ Our 2011 agenda is to drive several marketing initiatives for partners, including incentive programs and to help them configure solutions while also imparting intensive technical training. We have planned several road shows and seminars to evangelize the technology and we will associate partners in these activities. We will introduce a help desk for online support for partners and educate them on branding and designing networks for their customers ”

We have bagged good turnkey projects in the government, railways, and education sectors through our partners.

We have been successful in 2010 bagging unique projects, which can be attributed to the partners' effort. The largest deals involved bagging BSNL's broadband video streaming project sized at Rs. 15 crores. Our partner was able to provide an optical networking solution for BSNL.

Another breakthrough was with Mannapuram Gold where Dax along

with its partners provided online connectivity to 1,000 branches and the next phase is in the pipeline.

Yet another notable project was to connect the police departments and prisons of Maharashtra Police, which was a rate contract project. This kind of thing builds partner confidence tremendously.

Some projects that partners can look to are around IP surveillance and networked storage in the BFSI space.

We would work with and build partner confidence to replicate projects. We want them to grow and tap every opportunity and become the first point of contact for all of our customers.

The challenge I see is that of increasing competition resulting in a price war. With shrinking margins, I think it is critical for partners not to get into price wars. Instead they should focus on bagging large orders, with a clear focus on services. While products and solutions can definitely increase their top line growth, the services can add to their bottom-line. I would suggest that they maintain a good ratio between volume and value business.

Our 2011 agenda is to drive several

marketing initiatives for partners, including incentive programs and to help them in configuring solutions while also imparting intensive technical training.

We have planned several road shows and seminars to evangelize the technology and we will associate partners in these activities. We will introduce a help desk to provide online support for partners and educate them on branding and designing networks for their customers. ■

- As told to N GEETHA

Bottom-line

- Aiming at 15% growth in 2011
- Focus on IP Network video surveillance and networked storage solutions
- Increasing footprint in upcountry markets
- Intensive training and online support for partners
- Robust pipeline of projects