Dax Networks

Go Placidly

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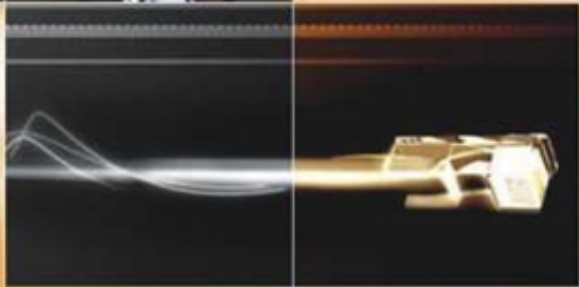**Go Placidly**

Routers

Wireless

LAN Extenders

Network Management

Broadband Access

Switches

Cabling

Media Converters

IP Surveillance

Network Attached Storage

Dax Networks Ltd

- Access
- Connectivity
- Top Indian Networking Company
- Outstanding Support
- Warranty Policy

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MISSION

To establish the Dax brand equal to the leading multinational brand in the field of Networking Technologies.

To be the best at creating India-centric solutions that deliver the highest value for our Customer's enterprise networking.

To increase the Profit per Associate.

With clarity, speed and focus; retain our core values as in - 'The Fire Within'.

'THE FIRE WITHIN'

To maintain integrity, transparency and consistency with Customers, Suppliers and Associates; with equitable benefits to all.

To respect the human in the Customer, the Supplier and the Associate.

To spark and create a culture our children and future generations would strive to adopt, nurture and proclaim with pride.

EXECUTIVE SUMMARY

Dax offers an exceptional relationship-experience to Customers, Suppliers and Associates and excellent price - performance that saves customer's money. Further, Dax exceeds market standards in Support, while being at par with industry standards in Product & Availability.

Customers see Dax as an ISO-Certified Technology Company, offering high quality networking products backed up by world class support that delivers true value to their organization.

Customers also view Dax as the company with both the experience and ingrained culture to provide the "BEST FOR THE CUSTOMER Network Design", a wide product range, excellent warranty and technical support, outstanding net-working experience, close synergy with industry-standard enterprise networking vendors, yet offering incredibly low total cost of ownership. This makes Dax the right choice for a customer seeking networking solutions.

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An Apcom Company, Dax Networks Limited, was born in 1986. However, its involvement with the IT industry, through its exIBM management team, goes as far back as 1971. After the 1978 closure of IBM's India operations, the group was involved in IT Consultancy and Turnkey Projects before commencing IT manufacturing operations in 1986 when Dax pioneered the use of cartridge tape drives in India and for years were known as the "Backup People".

In 1988, Dax saw a major growth opportunity to 'connect India' and diversified into Networking. By end-1990, Dax was clearly a leading LAN-products supplier and a 'LAN-Expert'. By 1992, Dax LAN products viz. NICs and Hubs had become de-facto standards in India.

Thereafter, Dax consistently added new networking product lines; and currently is India-engineering its products from leading technology manufacturing companies.

In 1999, Dax launched SOHOHO (SOHO + Home) Internet related products; initially Modems followed by other Networking and Internet products. Today, Dax is an ISO 9001:2008 & ISO 14001:2004 Certified Services Company offering the latest Enterprise Routers , Switches, Structured Cabling, Wireless, LAN Extenders, Media Converters, Network Management, IP Surveillance, Broadband Access and many new networking technologies.

Dax continues to be one of the most respected OEM 'networking-infrastructure' vendors in India. Dax technology network is extensively utilized by all networking OEMs, VARs, distributors, dealers and solution providers. Over 70% of Dax professionals and managers are technically qualified. And, most have been with Dax for over a decade.

Today, Dax is India's foremost value added services & solution provider of networking products. All Dax products are positioned and work in synergy with Cisco, Juniper & HP. Customers highly value Dax '1-payment guarantees 3-years performance' maxim and 'Specify Dax' as their preferred Networking product choice. And, the 25 years expertise in Networking helps support that.
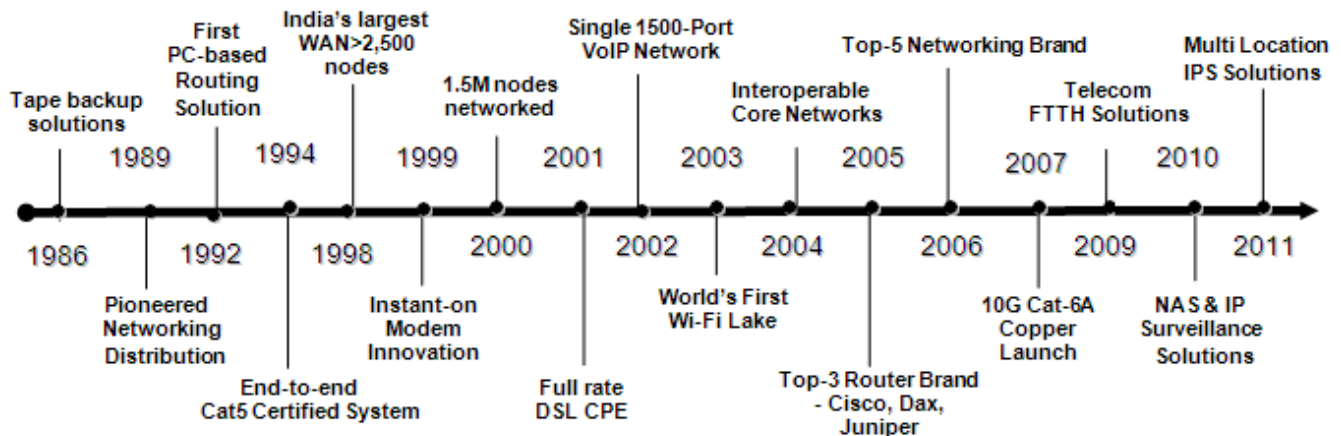
Dax has a complete geographic coverage of the Indian market. Headquartered in Chennai (formerly Madras) in South India, Dax has Marketing Offices in Ahmedabad, Bangalore, Chennai, Coimbatore, Guwahati, Hyderabad, Jaipur, Kochi, Kolkata, Mumbai & New Delhi. In addition to the Head-Office based Technical Support Teams, the Dax Networking Competence Center and the Dax Service Center, Dax has Technical Support Executives based at regional office Locations. A "Real Time Back Office", which supports Dax Toll-free 1-800-4255-Dax Technical Help Desk and a world class Customer Relationship Management system, further enhance support levels to Dax customers. Live chat – sales option on our website offers significantly high level of support and improved online experience to our visitors. This not only gives us further visibility into the customer but also helps us enhance our service levels as well

Today, Dax offers the 'widest range of LAN/MAN/WAN Networking products' and is:

1. Dax- A Top Networking Brand in India.
2. Dax among the Top Routing players (with Cisco, Juniper, Huawei & Ericsson) in the IDC 2011 report.
3. A Top-4 Router Vendor (with Cisco, Juniper & D-Link) for 8 consecutive years; (Voice & Data).
4. A Top-4 Switch Vendor (with Cisco, HP & Nortel) for 8 consecutive years; (Voice & Data).
5. The #1 Indian Networking Brand for 5 consecutive years; (IT Nation).

With globalization, increased need for corporate connectivity and the mushrooming Internet, the need for global data & voice communication is immense. Dax is committed to play a key role in connecting India onto the global network and will continue to add new products that will not only delight but lead the rapidly growing networking needs of the Indian customer.

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Indian Networking Timeline:

Year	Event
1986	Tape backup solutions
1989	First PC-based Routing Solution
1992	Pioneered Networking Distribution
1994	India's largest WAN>2,500 nodes
1998	End-to-end Cat5 Certified System
1999	1.5M nodes networked
2000	Instant-on Modem Innovation
2001	Single 1500-Port VoIP Network
2002	Full rate DSL CPE
2003	Interoperable Core Networks
2004	World's First Wi-Fi Lake
2005	Top-3 Router Brand - Cisco, Dax, Juniper
2006	Top-5 Networking Brand
2007	Telecom FTTH Solutions
2009	10G Cat-6A Copper Launch
2010	Multi Location IPS Solutions
2011	NAS & IP Surveillance Solutions

We are a Technology Company. We have many **Technology Firsts** to our credit which enabled Dax attain the reputation that it enjoys today.

We pioneered Networking product distribution in India. During the early 90's, we installed the first PC based Routing Solutions. Then introduced end-to-end Cat5 Systems. We have trained thousands of engineers on Networking Technologies. By 1998, we installed India's single largest Wide Area Network.

Our initial contribution to the Internet revolution was India's only Instant-on Modem. By 2000, we had networked over 1.5 million nodes in India. In 2001, full rate DSL Customer Premises Equipment was installed. In 2002, the single largest Voice over IP Network of more than 1500 ports was deployed. In 2003, we Wi-Fi-enabled the Dal Lake in Kashmir, as the world's first Wi-Fi hotspot in a lake. In 2004, we unleashed high-end carrier class Routing, Switches and modular Routers enabling 100% interoperability. And, introduced seamless integration with multi-vendor proprietary core solutions thus, providing high-price performance, alternatives to users on their network expansions. In 2005, Dax became one of the Top-3 Networking Brands in India and the #3 Router brand.

- By early 2006, we crossed 3.0 million installed Active Nodes. Though, it took 10 years to reach 1.5 million, it took just 3 years to add another million Nodes. Over 12 Million Meters of UTP cable has been installed till-date.
- We continue adding Terminals to the largest WAN in India, the National Stock Exchange which today has close to 5,000 Nodes and growing.
- With over 400 Solution Providers and 2,000 trained customer engineers in India, it is not surprising that Dax is amongst the top three Networking Brands along with Cisco & Juniper.
- In 2006, Dax received the coveted IDC rating, as one of the Top-5 Networking Brands in the country and still retains the same position.
- Every year Dax adds new sites to the many existing Mission Critical Networking sites all over India.

Dax possibly has one of the finest LAN/WAN technical teams, comprising Networking Generalists, Specialists and R&D ists, Since many years, this team has been troubleshooting problems in complex connectivity environments. Networking OEM's and VAR's continue to benefit from Dax technical excellence.

The Dax Way: _Use Indian IQ to create Indian IP _; best exemplifies our approach to Technology.

MCRP is all that matters. Does Cisco, Dax or Juniper matter?

Dax is exceptional at creating India-centric, world-class, enterprise networking solutions, which save customer money.

- All Dax Routers are MCRP-enabled. MCRP stands for Mission Critical Routing Parameters.
- Dax believes it is MCRP that matter in any Network; whether Mission Critical, Complex or Simple.

However complex the technology, the customer expects the Router to perform consistently. Dax in-depth understanding of the Indian Networking market has enabled it to comprehensively size up Mission Critical Routing Parameters in complex and demanding customer requirement into four categories:

Reliability:
In technology terms it means comprehensive and trouble-free support for Routing protocols. All the Protocols in Dax Routers are part of a single feature set. This also ensures zero hidden costs for Dax Customers. A prime example of a reliable all-India real-time network, which affects the Indian Economy daily, is the Stock Trading Network. Thousands of Brokers across India trade online on BSE/NSE all through the year using low CAPEX Dax Routing Solutions.

Security:
Dax Routers come with inbuilt support for the latest industry standard security features. Optimal and balanced level of security ensures high performance without adversely affecting network performance.

Interoperability:
Dax Routers seamlessly interoperate with other Enterprise Routers including Cisco and Juniper at all levels of the network layer. While this protects Customer's existing investments, the 3-year warranty & full feature set protects the customer's future investment. Dax customers receive Software upgrades on Dax Routers absolutely free of cost.

Failsafe:
Our Router architecture is designed to ensure high network uptime. Not only are the payload modules hot-swappable in Dax Aggregation and Core Routers, but so are the Controller modules. Customers can upgrade the processing speed of the Routers without disturbing their network. The Railways Passenger Reservation System Network, where Dax Routers coexist with Cisco, such that if the Dax router fails, the Cisco Router takes over and if the Cisco Router fails, the Dax Router takes over, best demonstrates this capability.

Scalability:
The Dax Router range covers Edge to Core for all technology roll outs, whether traditional leased line connectivity or MLLN or MPLS or IP VPN, with guaranteed scalability. Whatever the last mile link, Dax supports all, through modular Access Routers. For multiple link aggregation, Dax Aggregation Routers can terminate multiple E1, CHANNELISED E1, E1 PRI lines. The core of Dax Enterprise customer's networks run on Dax 7204 and 7208 routing platform.

On the switching front too, Dax offers true scalability and allows customers' network expansion on a _Pay-as-you-grow _ basis. A single Layer 3 Chassis platform can scale up to 288 Gigabit ports, as and when needed, with a full non-blocking Layer 3 wire-speed architecture.

For an infrastructure backbone, Dax provides CAT5e, CAT6 copper solutions and Single Mode + Multimode Fiber solutions, backed with a standard 20-year Dax certification warranty. The Dax cabling system allows backward compatibility, while supporting future applications too.

Networking the Verticals:

Dax Networking Solutions are acknowledged as the 'Best Price Performance High-end Networking Brand' by most Enterprises across many Verticals:

- Government e-Governance Projects

- Small & Medium Enterprises.

- Educational Institutions.

- Financial Institutions

- Corporate Enterprises.

- Hospitality Industry

- Defence Establishments

- Telecom Companies.

Wide Range of Networking Products:

- Dax is possibly the most respected OEM supplier in India.
- Dax philosophy is to 'supply and support products with the highest level of service, warranty and technical excellence'.

Dax products are classified under 10 categories and, for more clarity under Access & Connectivity. We offer the Widest Range of Networking Hardware & Software products in India.

ACCESS	CONNECTIVITY
Routers	Switches
Wireless	Cabling
LAN Extenders	Media Converters
Network Management	IP Surveillance
Broadband Access	Network Attached Storage

The Dax website www.daxnetworks.com offers updated information on the latest products.

Dax A Matter of Preference:

To world class state-of-the-art manufactured products, Dax adds value through its:
- Networking Competency Center
- High-Q, Pre-sales & Post-sales Technical Support
- 3-Year Warranty Policy
- Responsive Service Center
- Technical Support at Channel Partner locations
- Financial Strength
- World Class Logistics, outsourced to a Fortune 500 company
- Market responsive Promotions
- Live chat – sales option on our website offers significantly high level of support and improved online experience to our visitors.
- Toll Free Helpdesk for Technical & Logistics Support.

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Corporate Strengths:

First and foremost, Dax's biggest strength lies in its strong and deep tradition of PROFESSIONALISM. And 'Respect For The Individual'. This belief has deeply permeated the fabric of Dax. Today, Company operations are managed by a young team.

Consistent with this professionalism is Dax's belief in TRAINING. Every Dax professional undergoes rigorous and continuous training.   And, it is Dax's commitment to ensure adequate training for every associate every year, including all its managers and directors. This is achieved through a combination of extensive year – round in-house training programs and outside training programs.

The key to organized operations SYSTEMS, is an endemic part of Dax. Daily tracking and weekly reporting combined with a state-of-the-art outsourced Logistics Center & a world class Customer Relationship Management system enables Dax to meet the exacting demands of its customers.

We strongly believe that YOUNG energetic people should handle this dynamic industry. Consequently, the majority of Dax managers and professionals are young, talented and result-oriented professionals, in their mid-30s.

FINANCIAL STRENGTH is always critical for success. Dax right through, consistently maintains effective cost-control and operating margins. Business is conducted leveraging the total capital invested by full-time working directors.

The PRACTICAL WISDOM derived from the 'Go Placidly' theme, forms the core of the Dax Value System. We have attempted to fold this wisdom both into Dax Products and into ourselves.

'Go placidly' reflects the sum total of Dax Customer's interaction with Dax Products, Dax Processes and Dax Professionals.

One must also acknowledge the MARKET GOODWILL Dax enjoys. Thanks to many large Indian corporations, who are an integral part of the Dax beta-testing program and software integration, we can proudly claim that all Dax products are 'India-Centric'. These large Corporations have helped establish Dax as a Top Indian Networking brand today.

Go Placidly Amid the Noise and Haste.

Seeds grow into plants. Plants bear fruits. Fruits bear seeds. Seeds fall to the ground. Rain comes in. A fresh life appears and the cycle is repeated. The cycle goes on smoothly through the integration of various elements.

Once a Dax product is plugged into a network, it runs effectively, smoothly and placidly, controlled through the noise and commotion inherent to all networks. **The quiet hum you hear is a reassurance of its efficiency**.

This kind of intense but quiet activity is exactly what Dax networking products promise. This has been captured in the baseline: Go Placidly.

Placidly literally means Smoothly, Peacefully, Evenly. On a more subtle level the word indicates Deliberate Control. Placidly thus communicates qualities, all of which are essential in a Network.

To Dax professionals, Go Placidly means no wasteful action and hence no wastage of Dax Customers or Partners time. Having mastered the networking space, the Dax professional is always in control, with expert technical advice and high professional integrity.

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Go Placidly
Amid the Noise and Haste

& remember what peace there may be in silence.

As far as possible without surrender, be on good terms with all persons

Speak your truth quietly & clearly; listen to others,
Even the dull & ignorant; they too have their story.

Avoid loud & aggressive persons; they are vexations to the spirit.

If you compare yourself with others, you may become vain & bitter;
for always there will be greater & lesser persons than yourself.

Enjoy your achievements as well as your plans.

Keep interested in your own career, however humble; It
is a real possession in the changing fortunes of time.

Exercise caution in your business affairs;
For the world is full of trickery.

But let this not blind you to what virtue there is
Many people strive for high ideals;
& everywhere life is full of heroism.

Be yourself.   Especially, do no feign affection.

Neither be cynical about love; for in the face of all aridity &
disenchantment, it is perennial as the grass.

Take kindly the counsel of the years,
gracefully surrendering the things of youth.

Nurture strength of spirit to shield you in sudden misfortune.
But do not distress yourself with dark imaginings.
Many fears are born of fatigue & loneliness.

Beyond a wholesome discipline, be gentle with yourself.

You are the child of the universe; no less than the trees &
the stars; you have a right to be here;
& whether or not it is clear to you,
no doubt the universe is unfolding as it should.

Therefore be at peace with God, whatever you conceive Him to be; &
whatever your labours & aspirations, in the noisy confusion of life, keep
peace with your soul

With all its sham, drudgery & broken dreams,
it is still a beautiful world.

Be Cheerful.

Strive to be happy.

Dax

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Our Mission
"*Deliver the highest-value for our Customer's enterprise networking*"