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**PRESS INFORMATION
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‘Business Success’ will be the main theme at the annual gathering with more than 150 resellers expected to attend the two-day event

Warrington, 03 February 2015 – Synaxon has confirmed that Autotask, the leading publisher of business management platforms for resellers and managed services providers, will be a headline sponsor for its forthcoming UK National Conference, which this year takes place at Staverton Park, Daventry on Thursday 18th and Friday 19th June 2015.

Synaxon and Autotask have worked together in the UK channel since 2009. Their partnership has enabled many Synaxon members to benefit from Autotask’s IT business management platform, which enables resellers and MSPs to run their day-to-day operations efficiently, with full accountability and access to metrics that support intelligent decision-making and enhance competitiveness.

Derek Jones, Managing Director of Synaxon UK, says: “Autotask has been a vitally important partner for Synaxon UK and we are grateful for its continued support. Many Synaxon members have become Autotask devotees over the past five years and we expect more to join them in the future, as they face up to the challenges of moving from business models based on product sales to a more services-oriented approach. There has never been a better time to take a close look at what Autotask has to offer.”

Commenting on behalf of Autotask, Mark Banfield, Vice President International, states: “We are avid and enthusiastic supporters of Synaxon UK and the annual conference event is the perfect opportunity to engage with its members, remind them

what we have to offer, and show how we can help them to drive their business efficiency with the Autotask platform. We're really looking forward to taking part."

The theme for this year's conference is 'Business Success'; Synaxon UK is now seeing higher levels of member activity and building up a greater momentum, says Jones. "More members are making more use of our services, which means better results for our supplier partners. They in turn, are investing and offering more to our members and as we continue to add new services, the benefits for members multiply. By working together, delivering more and enabling our suppliers to extend their reach and increase their visibility and engagement with our 630 UK members, we are getting even stronger."

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Synaxon is Europe's largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS (Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to more than 200,000 products from over 200 distributors. Synaxon UK was established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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