



SYNAXON
LIMITED

**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**CI DISTRIBUTION ADDS MOMENTUM IN BUILD-UP TO SYNAXON
CONFERENCE**

Channel services group gears-up for biggest attendance yet at annual meeting of members, with Microsoft, Cisco, Virgin Media Business and LOGICnow amongst the main sponsors

Warrington, 25 May 2016 – Synaxon has announced that Ci Distribution has become the latest backer for its annual member conference, which takes place next month in Nottingham. The specialist distributor will be showcasing its latest range of ruggedized mobile systems at the event and hoping to encourage more resellers to develop opportunities with the solutions in key vertical market sectors.

This year's conference takes the theme of *Tomorrow's World* and will feature keynotes from Virgin Media Business, Cisco and LOGICnow. The special guest speaker this year is the Gulf War veteran pilot and author, John Nichol. Autotask is attending as a Gold Partner and Microsoft will be sponsoring the gala dinner.

Emma Loveless, Rugged BU Manager at Ci Distribution, said: "In many industry sectors, such as defence and health, customers need fully-ruggedized PCs and tablets to meet their own special requirements. Working with our partners, Ci Distribution can build unique systems to suit customer needs precisely and even tailor the build of a single system to a specific need. The Synaxon National Conference gives us a good opportunity to promote our capabilities and talk to the group's members about the potential for custom-build rugged systems in key vertical markets."

Welcoming the additional support, Derek Jones, Managing Director of Synaxon UK, stated: "It is great to have Ci Distribution on-board and I look forward to welcoming Emma and of course, my old friend Jon Atherton to this year's event. Ci Distribution adds a further dimension to what promises to be another stimulating and inspiring event and one that will be even better-attended than last year. We have a great set of speakers and it will be, as it is every year, the ideal place to strike up new partnerships and renew and strengthen existing ones."

The Synaxon National Conference takes place on Thursday 16 and Friday 17 June at the East Midlands Hotel and Conference Centre in Nottingham. Now in its sixth year, it has become a major channel networking event. Synaxon has already booked scores of members to attend with each one given the opportunity to book one-to-one meetings with partner suppliers and exhibitors. Over 300 pre-arranged meetings took place at last year's event and thousands of informal conversations were held at exhibition booths and during the gala dinner on the first evening.

Registration for the event is at: www.eventbrite.co.uk/e/synaxon-uk-national-conference-2016-registration-20681988384?ref=ecount

More information can be found on the Synaxon website at <http://synaxon.co.uk/events/2016-conference/>

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About Synaxon

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 640 member companies operating in the IT and office products channels, and partnerships with over 40 vendor, distributor and services suppliers. Synaxon UK's members have estimated combined gross revenues of more than £1bn gross external sales.

The group provides a range of unique services that help its member companies to buy better, sell more and reduce their costs. These include the EGIS procurement

and information system, which enables members to check the availability of stock and pricing and to place and manage orders with all of Synaxon's distributor partners; the iTrends marketing package, which provides a quarterly own-branded product catalogue and an ongoing programme of promotional emails; and Clic2IT, a simple, affordable ecommerce solution that enables members to offer products from all Synaxon distributor partners through their own website.

Members also benefit from exclusive rebates and promotions and a range of other services, including access to business financing and nationwide maintenance cover options, and low-cost card payment and nationwide courier services.

For supplier partners, Synaxon provides unrivalled reach into the UK reseller, MSP and dealer community, providing active account management and business development programmes that enable them to develop a higher profile, form lasting partnerships and grow their sales.

Synaxon UK also runs the TrustATec partnership network of support and services providers who offer simple, fixed-price IT repairs and servicing on a localised basis. This unique programme generates a regular stream of new business and growth potential for subscribing members.

Operating from offices in Warrington, Synaxon UK is part of a European organisation, headquartered in Germany, where it has almost 3000 established partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market.

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