



**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

SYNAXON CLOUD-IQ MAKES MICROSOFT CSP SIMPLE

- ***Channel services group says it will welcome partners who are now unable to work directly with Microsoft with open arms***
- ***Platform also allows resellers to provision services from IBM, Google, AWS, Veeam and VMware***

Warrington, 20 September 2018 – Synaxon UK, the leading channel services group, has launched Cloud-iQ – a single-pane-of-glass solution that enables VARs and MSPs to benefit from the Microsoft Cloud Solution Provider (CSP) programme.

This valuable and highly significant addition to Synaxon’s online system, EGIS, makes it straightforward for Synaxon members to sign-up for the programme and to provision customers for Office 365 and other Microsoft cloud solutions. It also provides complete control over customer management and billing.

Mike Barron, Channel Services Director of Synaxon UK, said: “If you want a simple, no-nonsense way to get on-board with the Microsoft CSP programme, Cloud-iQ is for you. Not only is it really easy to use, but that it also has some of the most competitive prices of any CSP in the UK. And in addition to Microsoft, Cloud-iQ already includes IBM, Google, AWS, Veeam and VMware, with many more still to be added.”

Synaxon is eager to welcome partners onto the scheme who are no longer able to trade directly with Microsoft, after the vendor announced a number of changes to the programme that took effect at the start of this month.

“We are very keen to speak to current and new CSP partners and offer them all the support we can. We will welcome them all with open arms”, said Barron. “We have a very attractive proposition in Cloud-iQ – it gives resellers full access to CSP via EGIS, which makes it really easy for you get on board and start signing up customers for Office 365, Dynamics 365, and Azure. That’s important now because a every business that uses Microsoft is going to have to start thinking about upgrading very soon now.”

Synaxon has already run a successful [webinar on Cloud-iQ](#) and the response to its launch so far has been excellent, he added. Synaxon can also provide one-on-one sessions to show resellers just how easy it is to use Cloud-iQ and access CSP in EGIS.

The introduction of Cloud-iQ is also another step towards Synaxon UK offering a complete ‘central trading’ service via EGIS, Barron noted. The group has already successfully launch of F-Secure products through the portal and is in discussions with other vendors to make their ranges fully-available through the system as well.

Picture: Mike Barron, Synaxon

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About Synaxon

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 600 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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